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NAB Starts Drive to Revive Editorials

District 14 Action Called National Pattern

By SOL TAISHOFF

RIGHT of broadcasters to editorialize over their own stations was catapulted into the national radio scene last week by unanimous action of the NAB District 14 meeting at Salt Lake City.

Action came with adoption of a resolution offered by Rex Howell, owner of KFXJ Grand Junction, Col., petitioning the NAB Board of Directors to establish the rights of broadcasters "to present views under their own sponsorship in keeping with the Constitutional guarantee of freedom of speech."

National Pattern

Implicit in the resolution, and in the debate that preceded its adoption, was the repeal or redefinition of the FCC Mayflower decision which in dictum opposed editorial policies by stations. This case had involved editorial crusades by Yankee Network in Boston, and while the license of WAAB, Yankee station cited, was renewed, the FCC expressed its position in opposition to editorial opinions.

NAB President Justin Miller, who had cited the Mayflower decision as a glaring example of unwarranted assumption of power by the FCC in an address before the opening session of the meeting, promptly got behind the Howell resolution. He predicted the district action "might well set a national pattern." Judge Miller for months has urged that steps be taken to reestablish the broadcasters' right to editorialize.

Prior to adoption, Judge Miller had pointed out that a number of stations already are conducting editorial periods, largely in civic and community campaigns, and that he would like to see more. But he made it clear that in the light of established Commission policy, stations were doing so at their own risk.

Guarded statements by FCC Chairman Charles R. Denny and Comr. Clifford J. Durr that the Mayflower decision might be subject to revision and review were brought out. While the resolution won unanimous support, several delegates thought it might breed trouble, particularly if editorializing is attempted by inexperienced hands.

Judge Miller said establishment of editorial periods need not be mandatory but that right of stations to engage in such programming on equal footing with the press should be clearly decreed.

Before adoption of the Howell resolution, District Director Hugh B. Terry, general manager of KLZ Denver, who presided over the two-day meeting of 125 station executives, warned that affirmative action would be precedent-setting, and urged full discussion. He got it.

Local Campaigns

Mr. Howell, who established KFXJ 21 years ago, explained he had conducted an editorial period virtually since he began operations. He has not engaged in political crusades on the national or international level but has conducted campaigns aimed at civic betterment and community leadership.

Currently a campaign is under way on behalf of a county zoning ordinance. These editorials, he explained, are labeled as such and are run contiguous to established news periods.

A former radio "ham" who became a broadcaster upon graduation, Mr. Howell said he had achieved fine results in his community and felt that radio has been "too willing too long to be an entertainment medium." Radio, he declared, to perform adequate public service "must assume its rightful place in the community."

The district adopted a series of resolutions dealing with issues confronting radio. In the two-day business sessions Monday and Tuesday, executives and department heads of NAB and representatives of enterprises allied with

(*Continued on page 14*)

NAB Resolution on Editorializing

WHEREAS, broadcasters are constantly searching for ways and means of improving their service to the communities they serve and are anxious to fully discharge the duties and responsibilities of public interest programming,

And whereas, ofttimes service of great value to the community can be accomplished by assuming the leadership in promotion of civic, educational and cultural projects and by advocating community action that must necessarily stem from the establishment of an editorial policy by nature of public dissemination with a wide sphere of influence,

And whereas, by inference in its decision known as "the Mayflower Case" the FCC has thwarted assumption of editorial leadership by broadcasters under the theory that "radio must not be an advocate."

Be it, therefore, Resolved, that the broadcasters of the 14th NAB District in convention assembled do, hereby, petition the Board of Directors of NAB to seek by appropriate action to bring about a revision of the said inference in the Mayflower case and establish the rights of broadcasters to present views under their own sponsorship in keeping with the Constitutional guarantee of freedom of speech.

FCC Appointment May Be Delayed

Democrats Are Opposing Naming Republican To Vacancy

APPOINTMENT of the seventh member to the FCC may be delayed by President Truman in view of controversy between the new Republican leadership in the Senate and leadership of the Democratic party, it was learned last week.

The nomination of Marion E. Martin, former assistant chairman and women's director of the Republican National Committee, had been scheduled to go to the Senate more than a week ago, according to informed sources [BROADCASTING, Jan. 6]. After Sens. Wallace H. White Jr. and Owen Brewster, Maine's Republican Senators, had urged Miss Martin's appointment in a conference with the President [BROADCASTING, Jan. 13], Democratic leaders are reported to have protested vigorously to President Truman.

House Opposition

They pointed out, it was said, that the Administration still is controlled by the Democratic party and therefore the successor to Paul A. Porter, former chairman, should be a Democrat. On the other hand Republicans argued that inasmuch as President Truman had indicated a willingness to cooperate with the new Congress, they felt he would be inclined to accede to their wishes and name a Republican.

Miss Martin's appointment, while urged by Senators White and Brewster, does not meet the approval of the entire Republican membership of Congress, particularly in the House. Those who opposed her pointed out that she resigned by request from the Republican National Committee and that she has had no communications experience.

Meanwhile the names of other candidates for the FCC post have cropped up, with J. Burke Clements, candidate of former Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in the 79th Congress, again revived.

The name of Commodore E. M. Webster, director of telecommunications for the National Federation of American Shipping and former chief of communications. U. S. Coast Guard, was mentioned again last week. Senator White, before recommending Miss Martin's appointment, strongly urged the appointment of Commodore Webster

(*Continued on page 73*)

Look for the Gimmick

• • • • An Editorial

FROM THE mountain fastnesses of the 14th NAB District there emerged last week a resolution mandating the NAB Board of Directors to establish the rights of broadcasters to use their own microphones for editorial purposes.

The resolution seeks action by whatever course deemed expedient to rescind the now celebrated FCC Mayflower decision, which states in substance that radio must not be an advocate. This ruling, which became national policy by default because it was decreed in an opinion in which the station involved won its case on license renewal, is one of several cases which NAB President Miller contends has chipped away radio's freedom of speech.

There's no question about radio's constitutional right to advocate causes which contribute to civic betterment and public welfare. Under the Mayflower decision broadcasters are denied the right to free expression guaranteed to every American citizen. They are penalized because they are broadcasters.

But the right to editorialize doesn't mean it will be incumbent upon broadcasters to rush to their microphones on every national or international issue. That would be folly indeed. We shudder to think what would happen if stations acquired for themselves political party labels like the newspapers.

All radio wants is the inalienable American right to freedom of expression. Whether that comes via a new definition of authority from Congress or through a repudiation of the Mayflower opinion isn't fundamental. But it should come before disaster befalls some licensed station for infraction of the existing illegal policy.

While we strongly favor the right of broadcasters to editorialize for their microphones, we vehemently oppose any concerted move whereby stations would attempt to counsel on the national or international scene or delve into politics *per se*. Leave that to the commentators, to the forums and to the politicians.

FCC Chairman Denny favors a reappraisal of the Mayflower case, and Commissioner Durr has said he would vote to rescind it with the understanding that stations provide what would correspond to a "letters to the editor" page contiguous to the editorial period.

Why should Cliff Durr—he of the Government ownership philosophy and the commercial-radio-be-damned thesis — suddenly favor greater radio freedom? Is there a gimmick? We think there is. Nothing would suit Durr and his CIO-Lawyer's Guild walking delegates better than to have owners become political partisans. That would be an open road to program scrutiny on license renewals. Stations would be asking for it.

We're for radio's freedom to be free. We're for that which Rex Howell, author of the resolution, has been doing at KFXJ Grant Junction, Colo., for 20 years. He has exercised leadership in civic, educational and cultural projects, in getting playgrounds, in improving the police force and water supply, and in other nonpolitical pursuits on the local level. Even these now are construed to be in possible conflict with the Mayflower decision.

To go beyond this would be playing with dynamite before many broadcasters had learned to play with matches. Let's get the Mayflower decision off the books first, and then let's get a law that can't be mangled by any independent commission before all broadcasters essay to become pundits on the national scene.

NAB Drive

(*Continued from page 13*)

radio, followed the order set at the combined area meeting in San Francisco the preceding week in covering the state of radio affairs [BROADCASTING, Jan. 13].

Solid support of BMB, a burning issue at past sessions, was voted unanimously after Hugh Feltis, BMB president, had outlined functions of the organization, and had conceded past errors. The resolution took cognizance of the need for standard statistics relating to coverage, recognized that the first study has developed facts of value to agencies and advertisers as well as broadcasters, with studies under way of greater value. It commended BMB for "the contribution which has been made to standardize radio as an advertising medium, in the minds of advertisers and agencies" and urged a "careful study of all of the data developed in connection with the first study, to the end that techniques may be developed that will bring about more constructive results for future studies."

Uniform Time Favored

The district adopted a resolution on uniform time. It brought out that periodic changes in time adversely affect the ability of the industry to serve the public and upset schedules. The resolution urged NAB to "cooperate with other industries similarly affected in developing some plans whereby uniform time may be applicable throughout the country and throughout the year."

Implied opposition to the trend in labor relations, which finds the networks setting the pace through

(*Continued on page 72*)

More Emphasis on Local News Urged

Editors Stress Careful Processing to Reach Station Audience

LOCAL and regional news geared to the station's audience should be given more attention, with national and international stories presented in clear, concise fashion, the Radio News Clinic held Jan. 15 by NAB District 14 was informed by news editors and managers from the mountain area.

The clinic was 16th of a series started in late 1945 under direction of Arthur C. Stringer, NAB director of special services. It was arranged by Hugh B. Terry, KLZ Denver and district director, after a poll of stations, and comprised the third day of the Jan. 13-15 district meeting (see story page 13).

Humanizing of news, rewriting, farm news and beaming programs to particular audiences were discussed at the clinic.

Opening the discussion Mr. Stringer stressed importance of adequate and qualified personnel. Wayne Kearl, news editor of KSL Salt Lake City, said women listeners should be given news that will interest them, along with carefully processed "heavyweight" stories. He said press association copy needs rewriting for the station's own audience.

Frank K. Baker, supervisor of the KDYL Salt Lake City news staff, said news must be humanized if the audience is to continue growing. He suggested that editors weave stories of special interest to the audience between the who-what-when-where-why elements to give the copy perspective, life and force.

Earl McCain, news editor of KLZ Denver, said his station has 40 correspondents on the payroll, with 120 others in small communities who produce about a story each month. Chic Crabtree, manager of KVMZ Twin Falls, Idaho, and Al Weeks, KFMZ news editor, said they had nine correspondents and that all daily newscasts but one are opened with area news.

News Staff Growing

A. J. Mosby, owner of KGVO Missoula, Mont., said the station has four correspondents and plans to enlarge its news staff, with the director reporting directly to management.

News should be in the hands of professional newsmen and not under the program manager, according to Bud Blanchette, KGVO program manager. He explained the station's 6:15-6:45 p. m. newscast, consisting of ten minutes of national and international copy sponsored by Texas Co.; five minutes of local news sponsored by Texaco dealers; five minutes of sports delivered by the sponsor-owner of a sporting goods store; *Behind the Headlines*, beamed to men and sponsored by a department store; five minutes of movie news sponsored by a theatre. Four or five voices are used. A service charge is made for news programs, $4 for 15 minutes, $2.50 for five minutes, $12 per week for a strip.

William Day, news editor of KOA, submitted a paper on farm news, read by E. D. Weber, Veterans Administration radio director. Jack Fitzpatrick, news editor of KFEL Denver, spoke on local news coverage, stressing the value of personal contacts in getting the news.

ECONOMIC, political and social aspects of radio animated this corridor conference at the 14th District Meeting at Salt Lake City last week. Left to right, Jerry King, partner, Standard Radio; Richard P. Doherty, NAB director of Employe-Employer Relations Dept.; Hugh B. Terry, general manager of KLZ Denver, and district director who presided at sessions; C. E. (Bee) Arney, Jr., NAB secretary-treasurer.

Improve Commercials, Agencies Suggest

51% Answering Question Believe Stations Are to Blame

IS RADIO too commercial and if it is, where does the responsibility for excesses lie?

This inquiry was made among advertising agency executives as part of a poll conducted for BROADCASTING TRENDS by Audience Surveys Inc., New York. (The first section of this poll was reported Jan. 6).

Fifty-one per cent of those replying to the questionnaire believe there is too much commercialism on the air—and they ascribe the responsibility principally to station owners and managers and advertisers.

The questionnaire was directed to a sample of all national and regional advertising agencies in the United States controlled for proper balance by geographical area and volume of business. It was answered not only by agency personnel involved principally in broadcast matters, but to those charged with responsibility for other media as well—in an effort to obtain a true reflection of agency thinking.

The results of the survey are shown in the following tables:

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

TABLE I

"A recent nationwide poll conducted at the suggestion of the National Association of Broadcasters revealed that, while most listeners like radio, their most frequent criticism was leveled at radio's "commercialism." Do you feel that U. S. radio is too commercial, that is, devotes too much of its time to advertising?

	Per cent of all respondents
YES	51
NO	41
DON'T KNOW	6
NO ANSWER	2

Agency opinion of radio's "commercialism" divides sharply: half of the panel feels radio is too commercial and forty per cent feel it is not. Only eight per cent of the respondents failed to register an opinion.

Those who reported that radio was too commercial were asked:

(If yes) "Which of these groups do you consider chiefly responsible for radio's overcommercialization?"

	Per cent of all reporting radio too commercial
Station owners and managers	47*
Advertisers	46
Advertising agencies	22
Networks	5
Miscellaneous	3
No Answer	3

Comment: Agency people who feel radio is too commercial place the responsibility for it in equal measure on broadcasters and advertisers. Twenty-two percent place the responsibility on agencies—less than half as many as believe the responsibility rests with advertisers or broadcasters. Only five percent feel that the networks are responsible for the overcommercialism they detect in radio.

Respondents were asked to explain why they feel as they do about radio's "commercialism." Among those who feel that radio is overcommercial, these major criticisms (listed in order of frequency) emerged:

In general—commercials are too long and too repetitious.

Specifically critics said station managers and owners allow too many spots and chainbreaks; do not enforce strict enough controls (on commercials); are too concerned with revenue (and not programming); have grown careless because of profitable years; fail to provide public service programming balance; should reserve more time for sustaining features, just as magazines do.

Advertisers pressure agencies too much; adopt a "to hell with listeners, I'm paying the bill" attitude; try too hard to get their money's worth; push because of heavy product competition; don't understand the medium.

Agencies are anxious to impress their clients; too rarely argue with their clients.

Of those who feel that radio is not overcommercial most respondents feel that: Commercialism is essential in our radio system, but why apologize for it if "it makes possible the finest and greatest variety of radio entertainment in the world"; the quality not the quantity of commercials is the root of the trouble—"a long but good commercial could sound short."

Since most agency executives criticized station owners and managers, and directed relatively little criticism at the networks, it is important to learn what they think of locally produced programs and what suggestions they advance to improve such programs. Two questions were asked panel members in an attempt to provide this information:

TABLE II

"A recent poll of station managers indicated that many were producing local programs with a respectable audience-following but for which they were unable to obtain national advertising sponsorship. In your experience what is the chief obstacle to the purchase by national advertisers of more locally produced programs?"

Respondents were asked to reply in their own words.

Analyses of their "free answers" reveals:

	Per cent of all respondents
Difficulty of policing and checking them	17%
Poor production	16
Cost too high	14
Poor talent	13
Inadequate data and information	11
Poor selling (of such programs)	5
Absence of national uniformity in a campaign	5
Lack of direct control	4
Easier to handle network shows	4
Poor merchandising	3
Poor times of broadcast	3
National advertisers prefer to produce own show	2

Comment: Many of these reasons are interrelated. Those who commented on "the difficulty in policing and checking" (17%), "lack of direct control" (4%), "easier to handle network programs" (4%), were presumably saying the same thing in different words. Taken together, therefore, a total of 25% of the panel find the relative difficulty in handling local programs to be the major obstacle to their purchase for national accounts. The other major obstacles which were reported clearly result from implicit (or expressed) comparisons with network and transcribed programs: poor production (16%); poor talent (13%); and inadequate data (11%). Fourteen percent feel that the costs of locally produced programs are too high in relation to sales in the stations' coverage areas.

TABLE III

This second question was asked: *"What can station managers do to improve the attractiveness of their locally produced programs?"*

	Per cent of all respondents
Provide proof of results	14%
Improve promotion and merchandising	9
Improve quality of programming	9
Provide more and better data	7
Get better talent	5
Improve programming departments	3
Lower production cost	3
Impress advertisers with the programs' local appeal and the variation of tastes from section to section	2
Standardize rates for time and talent	2
Improve selling	2
Build new ideas for programs	2

(Continued on page 74)

POLL RESULTS SHOW PARALLEL

AN INTERESTING parallel exists between the results reported in the accompanying BROADCASTING TRENDS survey and the initial poll, published Nov. 4, 1946. In the latter, directed to station managers, respondents were asked to answer this question:

Which of the following do you feel have done the most to retard improvement in programming?

A check list including agencies, sponsors, managers, FCC, NAB, the networks and others followed.

Station managers felt agencies had done the most to retard programming (47% so voted).

In the current questionnaire, addressed to advertising agencies, respondents who believed radio was too commercial were asked to reply to this question:

Which of these groups do you consider chiefly responsible for radio's overcommercialization?

A check list which included station owners and managers, advertisers, advertisisng agencies, etc. followed.

Advertising agency personnel felt that station owners and managers were most responsible for "overcommercialization." The vote putting station owners and managers at the top of the list: 47%.

That this was not purely name-calling is evident in the fact that the original survey had shown station managers feeling advertisers had contributed considerably to retarding program improvement. The vote: 44%.

And the agencies felt that advertisers played a principal part in encouraging overcommercialization: 46% so voted.

*Percentages add to more than 100 because some respondents indicated more than one choice.

FMA Liaison Committee Named To Meet Informally With FCC

Members Include Wayne Coy, C. M. Jansky Jr., Gordon Gray, Everett Dillard, L. H. Marks

FOLLOWING invitation of FCC Chairman Charles R. Denny to the FM Assn. to set up a committee to meet periodically on an informal basis with the FCC, President Roy Hofheinz of FMA last week announced appointment of the FMA Liaison Committee.

When the FMA begins fullscale operations Feb. 1 the liaison committee will invite Chairman Denny and members of the Commission to meet on a monthly schedule to discuss mutual problems, Mr. Hofheinz said.

On the committee he named Gordon Gray, WSJS-WMIT Winston-Salem, N. C.; Wayne Coy, WINX-WINX-FM Washington; Everett L. Dillard, president, Commercial Radio Equipment Co. (KOZY Kansas City, WASH Washington); C. M. Jansky, Jr., Jansky & Bailey, Washington, and Leonard H. Marks, of Cohn & Marks, Washington, FMA general counsel. Mr. Hofheinz will be ex-officio chairman.

Luncheons Profitable

Addressing the FMA luncheon Jan. 10 [BROADCASTING, Jan. 13], Mr. Denny said the Commission had found its monthly meetings with the NAB profitable for both broadcasters and the regulatory body.

"I think you ought to have an FMA liaison committee representing all your members to meet with the Commission informally and discuss any problems you might have," said Chairman Denny. "It would be helpful to us and I'm sure we could be of some assistance to you."

During a question period Mr. Denny had been asked if he thought the "time was here" for FMA to set up a liaison committee to discuss possibilities of extending the FM band "in about five years." Mr. Denny emphatically stated that FM had been allocated 88-108 mc in the band and "there it stays." He added that the uncertainty of where FM was going to be had helped to delay transmitter and set manufacture, but now that the manufacturers know, they can go ahead with production.

Commenting on the future meetings with the FCC, Mr. Hofheinz said: "These meetings will not be social get-togethers. They'll be instructive and informative. Through the Liaison Committee we'll be able to keep our members informed of the thinking on the part of the Commission with reference to specific problems and we'll be able to present a better picture of our problems to the Commission."

The FMA executive office will poll members, he added, to learn what questions the membership wishes taken up by the committee.

Mr. Denny said he would ask various department heads having to do with FM broadcasting to attend the meetings along with himself and other commissioners.

Incorporation papers for FMA were filed Wednesday with the Recorder of Deeds for the District of Columbia. Incorporators were Messrs. Hofheinz, Jansky and Marks.

Four State Regional Will Air Ball Games

CONTRACTS for reported regional network broadcast of a major league baseball season to be sponsored on a participating basis were signed Thursday in Chicago.

Formation of the Midwest Baseball Network will enable as many as 30 stations in Illinois, Indiana, Iowa and Michigan to broadcast all games of the Chicago Cubs effective April 15. The regional network gained permission from WIND Chicago, which has radio rights to all Cub games, to broadcast the games on a network basis. Under terms of the contract the regional will underwrite the entire cost of leased wires, traffic and station time with national and local advertisers eligible to enter into participating sponsorship.

P. Lorillard Co. (Old Gold) through Lennen & Mitchell, New York, and Walgreen Drug Co., through Schwimmer & Scott, Chicago, will continue to sponsor the Cub games on WIND. Bert Wilson will do the play-by-play account for both WIND and the regional. WIND said it granted permission to Midwest to carry the games due to the intense interest in the broadcasts in areas outside its primary area.

Stations set for the new regional network include WQUA Moline and WMMJ Peoria, Ill., and WMUS Muskegon, Mich.

DISCUSSING FMA promotion campaign were these three experts who addressed FMA meeting in Washington Jan. 10 (l to r): Dr. Ray Manson, president, Stromberg-Carlson Co.; FCC Chairman Charles R. Denny; Hugh D. Lavery, McCann-Erickson, New York.

Dealers Use 34

FORD DEALERS, Fargo and Twin Cities districts, began sponsorship Jan. 13 of 6 to 14, day and nighttime, spots per week for 13 weeks on the following stations:

KGHL	KFBB	KRJF	KGCX
KFYR	KDLR	WDAY	KILO
KSJB	KGCU	KLPM	KOVC
KGDE	KVOX	KABR	WEBC
WMFG	WHLB	WEAU	WJMC
KATE	KLIZ	KYSM	KBUN
WCCO	WTCN	WDGY	KROC
KWNO	KGFX	KSOO	KELO

KWAT WATW. Agency is J. Walter Thompson Co., Chicago.

Places on 150

GENERAL BAKING Co., New York (Bond Bread), has started a spot campaign on 150 stations throughout the country as far west as Oklahoma, with 25 to 50 announcements weekly in each market. Agency is BBDO New York.

Albert Crews Named to Fill Position As Chief of Radio Unit Under MacArthur

A NEW CHIEF of the Radio Unit, Information Division under General MacArthur in Japan, has been selected.

Mr. Crews

He is Albert Crews, production director of NBC Central Division, and former chairman of the radio department of Northwestern U. Mr. Crews holds an M.A. in speech and radio from Northwestern and is working on his Ph.D. in radio at that school.

He has had six years newspaper experience in addition to his radio work which includes direction on *Author's Playhouse, Hot Copy, Lights Out, Grand Hotel, The Baxters*, among others. Mr. Crews spent close to a year with the Army in Europe in 1945-'46 as chairman of the radio department, U. S. Army University No. 2 at Biarritz, and was station manager of AFN Station WBAU Biarritz.

From 1943 to the present, Mr. Crews has been radio editor of Houghton Mifflin Publishing Co. He is also author of *Radio Production Directing* and *Professional Radio Writing*, published by that company in 1944 and 1946 respectively. At present he is giving a lecture series on advanced radio at Northwestern, and at the end of the series, will leave for Japan.

According to Maj. F. B. Simmons, of the Personnel and Training Branch, Civil Affairs Division, War Dept., over 50 letters and telegrams came to his office in response to an article in BROADCASTING, Dec. 30 telling of the need for a man to fill the post.

Drawn for BROADCASTING by Sid Hix

"Pardon me, Miss, but your test pattern is showing!"

Pierce Program

PIERCE WATCH Co., New York, during the first week in April begins a quarter-hour once weekly transcribed series of programs, *This Is America*, featuring Edwin C. Hill, in four cities, San Francisco, New Orleans, Oklahoma City and Dallas. Series will be aired April through June and will be resumed October through December. Agency is Joseph Katz Co., New York.

Air-Wick Plans 200

SEEMAN Bros., New York, distributor of Air-Wick, Jan. 27 is to start national campaign to include reported 200 stations. Agency is William H. Weintraub & Co., New York.

Radio Division in All Stores Urged

NRDGA Told of Power Of Air Medium In Sales

CREATION of a radio department in every retail store was advocated Wednesday morning at the radio session of the 34th National Retail Dry Goods Assn. Convention held in New York last week, by Lee Hart, NAB assistant director of broadcast advertising and director of radio at Joske's of Texas during the store's one-year clinical test of broadcasting as a medium for retailers.

Warning store operators that they can't just "play around with radio," Miss Hart said use of the medium calls for careful planning and continuous guidance by someone in at least a semi-executive position. She said the department must not only assume the responsibility of planning and scheduling for radio but must develop skill in analyzing radio copy for its potential advertising impact.

In citing the power of radio as an advertising weapon, as demonstrated by Joske's, largest department store in the Southwest, Miss Hart said lessons learned from the clinic are available to all stores through a series of NAB publications. Second in the series, dealing with copy lessons, will be published by NAB in a fortnight.

The broadcast medium offers stores the chance to use the airwaves to turn listeners into customers and to develop "a persuasive, personalized selling voice in the buyer's market, Miss Hart told the nation's retailers.

Joske Study Reviewed

A comprehensive report of the radio advertising study conducted in San Antonio by the large department store, Joske's of Texas, in cooperation with the NAB, was presented.

Willard H. Campbell, sales manager of Sibley, Lindsay & Curr, Rochester, N. Y., was panel chairman. Mr. Campbell introduced Frank E. Pellegrin, director of broadcast advertising for the NAB, who outlined the background of the Joske study, the most intensive radio advertising campaign ever untaken by any retailer.

Using BMB, which Mr. Pellegrin compared with the Audit Bureau of Circulation for newspapers as a station gauge, Joske's launched a radio campaign featuring the "beamed program technique," in which programs were aimed at specific listeners, he said. The results of the clinical test have been combined into a 90-page initial book, *Radio for Retailers*, with supplementary chapters soon to be available.

Value of Repetition

Outlining the development of the Joske radio advertising tests, Edward C. Sullivan, executive vice president and general manager of Joske's, said that after the beamed program technique had been developed, the store set up a separate radio advertising department. A training program was given writers so that "as a result, we now have a staff of competent script writers although none of them had had any radio experience before being at Joske's."

He credited radio with selling the slogan, "Joske's of Texas, the largest store in the largest State, by the Alamo, San Antonio," to such an extent "that it is practically a by-word in Texas and Mexico."

He said that although "most phases of the clinic are now completed, we are continuing our extensive schedule. We are firmly convinced that radio is one medium in which repetition, repetition, repetition is of great importance. We feel its value increases with use. Radio advertising is effective when properly planned, when used boldly, sufficiently and regularly. If you plan to stop, don't start. We know that our success has been due to careful planning, competent and thorough follow-through, and an adequate schedule regularly maintained."

Waterloo Retailer Wins NRDGA Prizes

James Black Dry Goods Cited For Broadcasts on KXEL

THE James Black Dry Goods Co., Waterloo, Ia., last week won two out of three first prizes presented by the National Retail Dry Goods Assn. in its first nationwide radio program contest.

The Iowa firm was awarded the grand prize for the outstanding program entered in the contest and also for the outstanding program sponsored by a store with an annual business volume of less than $5,000,000.

The grand prize winner was *RFD 1540*, a farm and local news program which appears on KXEL Waterloo. In the smaller store group, Black's won top honors for the teen-age program, *Music for Moderns*, also presented over KXEL. McCurdy & Co. of Rochester won second prize honors in the smaller store group with its *Little Symphony* program.

Bullock's Wins Award

First prize for the outstanding program sponsored by stores doing an annual sales volume of more than $5,000,000 went to Bullock's of Los Angeles for its program *Diamond Lens*. This was a part of a series titled *Favorite Story*. Maas Bros. of Tampa, Fla., was second prize winner in this category with *Melody Matinee*. Third prize award was made to William Hengerer Co. of Buffalo for its *Early Date at Hengerer* program.

The awards, which were presented at the 36th annual convention of the NRDGA at the Hotel Pennsylvania in New York, were presented by President Benjamin Namm. Judges included Arthur Stelzer, president of James McCreery & Co., New York; Thomas D. Connolly, CBS director of program promotion; Margaret Cuthbert, NBC director of women's activities; Arthur Pryor, vice president and director of radio, BBDO; Prof. Isabel Wingate, New York U.

Thanks From Skelton

BROADCASTING was among the trade publications and newspapers which received an expression of appreciation from Red Skelton on his Jan. 14 show for their comments on the recent NBC broadcast in which Mr. Skelton announced that listening to commercials for a few minutes was small admission price for the mighty entertainment provided by American radio [BROADCASTING, Dec. 16, 1946].

Signs Baseball

GRIESEDIECK Bros. Brewery Co., St. Louis, through Ruthrauff & Ryan, that city, has signed for sponsorship of all 154 of the 1947 ballgames of the St. Louis Cardinals on WEW St. Louis (day games) and WTMV East St. Louis, Ill. (all games). Play-by-play accounts will be given by Harry Caray, winner of the *Sporting News* award as outstanding National League announcer in 1946. Gabby Street, former manager of the Cards, again will give game commentaries.

Safeway on 32

SAFEWAY STORES, Oakland, Calif. (Dutch Mill Cheese), Jan. 27 for 52 weeks starts daytime dramatic serial *Bob and Victoria* on 32 CBS western stations, Mon. through Fri. 12 noon-12:15 p. m. (PST). Agency is Ruthrauff & Ryan, San Franciso. Packaged by C & F Radio Productions, Hollywood, series will be produced by George Fogle. Talent includes Bob Bailey, Dawn Bender, Bill Bouchey and Russell Thorson.

Station Court Appeal Right Upheld

RIGHT of a station to go to court to settle legal questions concerning operation of its business was asserted by the U. S. Circuit Court of Appeals, 10th Circuit, in a decision sustaining a District Court ruling in the case involving the demand of New Mexico State College for specific time on KOB Albuquerque. KOB was sold in 1936 by the college board of regents to T. M. Pepperday, publisher of the *Albuquerque Journal*.

The decision, handed down by Judge Orie L. Phillips and concurred in by Judges Walter A. Huxman and Alfred T. Murrah, holds the station is bound by FCC regulations and by the Federal Communications Act to refuse specific time demands of the college, which had claimed right to an hour of free time daily on KOB under terms of the 1936 contract of sale.

In June 1945 the college had served formal demand on KOB for quarter-hour and half-hour periods in the late afternoon and evening, as well as Sunday morning, without describing program plans.

Judge Phillips upheld the station's duty to exercise its own judgment in control over and supervision of its programs. Refusal of college demands for specific periods, with no mention of program plans, was within KOB's rights, he held, ruling that the station may not surrender its rights or duties as a licensee through private contract.

Effect of the decision is believed to deprive the FCC of exclusive jurisdiction to decide contractual questions involving station public interest responsibilities.

District court decision holding that the company had sole right to exercise its judgment in refusing to surrender by private contract its right to choose programs and designate time was handed down in December 1945, KOB receiving a declaratory judgment interpreting the 1936 contract.

Counsel for KOB included W. Theodore Pierson, of Pierson & Ball; Sen. Carl A. Hatch and former Gov. A. T. Hannett. Representing the college were Philip J. Loucks and Joseph F. Zias, of Loucks & Scharfeld.

Other Cases Pending

Pending also in the U. S. District Court, New Mexico, is a suit filed by the Board of Regents, New Mexico State College, asking specific performance of provisions in the 1936 contract by which KOB was sold to the present owners. This contract, the board alleges, requires the station to mention "The New Mexico State College at Las Cruces" on all KOB announcements. The board asks $2 for each of 250,000 alleged violations of contract provisions [BROADCASTING, June 17, 1946]

The FCC set for hearing, in an order issued Jan. 3, the petition of John J. Dempsey, who retired recently as New Mexico's Governor, alleging KOB broadcast "false, defamatory and scurrilous allega-

(*Continued on page 75*)

Color Telecast by Cable to Be Tested

Comparison With Local Transmission Sought In Video Hearing

WHAT EFFECT does intercity coaxial cable transmission have on reception of color television?

Seeking an answer to the question, FCC announced last Wednesday that CBS program material would be transmitted from New York to Washington and back to New York via coaxial cable as part of the color video hearings in New York Jan. 27-28.

"This will enable the Commission to observe the reception of CBS color program transmission as broadcast locally, in comparison with the same program as broadcast after transmission over the intercity coaxial cable," FCC explained.

Effect of Cable

The cable's present effectiveness in transmitting color telecasts was discussed briefly during the first sessions of the hearing, held in Washington the week of Dec. 9 [BROADCASTING, Dec. 16].

The cable transmission will be handled by American Telephone & Telegraph Co., pursuant to an FCC request that AT&T "introduce certain evidence desired by the Commission . . . concerning the operation of its coaxial cable."

AT&T also "will have a qualified witness at the hearings to present testimony concerning the technical aspects of its coaxial cable in connection with the transmission of television," FCC asserted.

The CBS demonstration of its mechanical-scanning color system "for the record" was requested by FCC. Allen B Du Mont Labs. and RCA, which are opposing the CBS proposal for immediate allocation of the 480-920 mc band for commercial color operation, volunteered to demonstrate their own video developments, also for the record.

Meanwhile, FCC Chairman Charles R. Denny and Comr. Ray C. Wakefield, who were unable to attend CBS's Dec. 16 demonstration for the Commission, were slated to view the network's development the past weekend. They were to be accompanied to New York by Harry M. Plotkin, assistant general counsel, and Curtis Plummer, head of the Engineering Dept's Television Section.

The Jan. 27-28 session will be held in Room 1703, U. S. Court House, Foley Square, New York, starting at 10 a. m.

CBS will lead off with a demonstration of color video transmission by the mechanical sequential method, broadcast from the network's experimental transmitter atop the Chrysler tower several miles north of the Court House and received on one or more color receivers in the hearing room.

Allen B. Du Mont Labs. will follow the CBS demonstration with one of its own, designed to show the limitations of the CBS system, which Du Mont believes is based on standards too low to produce a satisfactory video service. Two days have been allotted for these demonstrations, the testimony of spokesmen for the two companies and cross-examination.

The third day, Jan. 29, the hearing will be moved to Princeton, N. J., home of the RCA Labs., where RCA will demonstrate its electronic method of color transmission in a showing that will be essentially a duplication of that given last fall [BROADCASTING, Nov. 4], except that the program will be transmitted by radio waves from antenna to receiver instead of by cable as was done in the earlier showing.

Queried about details of the CBS presentation, Adrian Murphy, CBS vice president, said the network's present plans are to put on a program of about 20 or 30 minutes and to let the demonstration speak for itself, with only as much oral testimony as is necessary to explain the transmission process. How long the total CBS presentation will run will depend on the FCC and on the length of the cross-examination, he said.

Allen B. Du Mont, president of the Du Mont organization, told BROADCASTING that the primary point the Du Mont presentation will attempt to make is that the CBS mechanical color transmission in effect limits the picture speed to 24 a second, in comparison with the 30 pictures per second produced in today's black-and-white picture transmission. "We believe," Dr. Du Mont said, "that the CBS standards are entirely too low and that the standards set for color video should be at least as high as those for black-and-white television."

Asks Same Subject

Du Mont will show receivers with tubes giving a brightness of as much as 450-foot lamberts to pictures 14-by-18 inches, Dr. Du Mont said, in contrast to the CBS pictures of 6-by-8 inches with brightness of only 20-foot lamberts. The effects of room illumination on images of various degrees of brightness will also be demonstrated to show the importance of a bright picture to the televiewer, he said. Dr. Du Mont added that he had requested the FCC to have the same subject transmitted at the same time by his station, WABD New York, and the CBS experimental color station, as a comparative test, but that limitations in the CBS laboratory set-up have so far made it impossible to reach a satisfactory basis for such an arrangement.

Dr. Du Mont also reported that he has asked the Commission to have CBS demonstrate reception of its color pictures in Yonkers, Nyack, Peekskill, West Point, Newburgh, Poughkeepsie and Saugerties. In all these communities, ranging from 12 to 100 miles from New York, tests have shown acceptable reception of black-and-white video pictures on the present commercial band, he said, but an inability to receive the signals of the CBS experimental color transmitter in the upper frequencies around 500 mc.

RCA's demonstration on Jan. 29, will feature color picture transmission by an all-electronic system which transmits the three basic colors simultaneously on three individual bands for reception by three cathode-ray projection tubes which project their images together on a single screen where they combine into a composite colored picture. Demonstration, as outlined for BROADCASTING by Dr. E. W. Engstrom, RCA vice president in charge of research, will also show how the colored telecast can be received as a monochrome image on a present day or prewar black-and-white receiver fitted with an inexpensive converter.

Final session will get under way in Washington on Feb. 10 and continue to completion. This will include testimony by Du Mont, which was deferred from the December session; and cross-examination of Dr. Peter C. Goldmark, developer of the CBS color video system, and Ray D. Kell, in charge of television system research for RCA Labs.

AFRA Slow To Move on NAB Refusal

Union Marks Time on Board Failure to Appoint Committeemen

THE HOT POTATO which the NAB dropped into the AFRA-network labor problem when it refused to participate in a labor-management committee [BROADCASTING, Jan. 13] lay simmering last week; neither AFRA nor the networks seemed eager to pick it up.

Ten days after the NAB board, meeting in San Francisco, decided not to permit the appointment of four representatives to a joint committee, whose formation was the cornerstone of the recent AFRA-network agreement, no effort had been made by either the union or the companies to reopen discussions.

AFRA leaders in New York were reported to be preoccupied with developments in the negotiations proceeding in Hollywood between the union there and KFI and therefore unwilling to turn their attentions immediately to the eventually necessary renewal of talks with the network chieftains.

Since it seemed evident that the first move toward discussion of the new problem was up to the union, the networks had made no representations to AFRA by the weekend.

Meanwhile George Heller, national executive secretary of AFRA, in a letter to the Editor of BROADCASTING, said that the formation of the labor-management committee, as specified in a compromise contract which AFRA and network executives had initialed, was regarded as "a real issue."

Wrote Mr. Heller: "AFRA wants to create a labor-management committee willing to sit around a table and discuss affairs of *mutual* interest—*not solely* AFRA's interest please note—for the purpose of promoting amicable relations in the best interest of the radio industry."

The original composition of the committee to which AFRA and the networks agreed was four representatives from the networks, four to be appointed by the NAB, and eight from AFRA.

After the NAB board's decision in San Francisco one network executive was understood to have proposed that the four appointments which the NAB refused to make might be made by network affiliate advisory councils. Of the four major networks only Mutual is without such a council.

It was not known, however whether this plan would be acceptable to AFRA.

Heller's Letter

EDITOR, BROADCASTING:

In your editorial of Jan. 13 you applaud the National Assn. of Broadcasters for its action in failing to approve contractural agreements with AFRA regarding the so-called unfair stations clause.

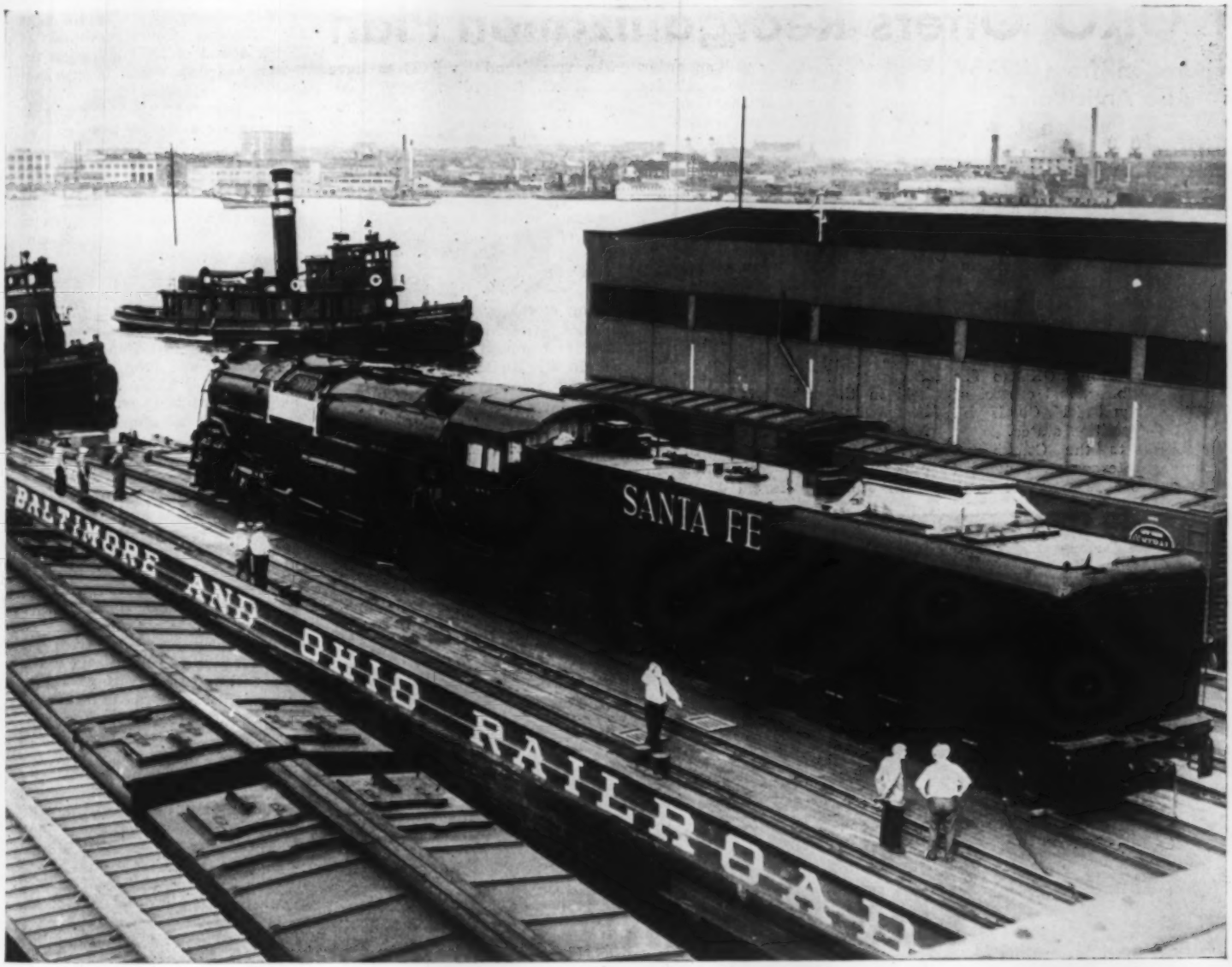
Because the entire radio industry is very much under public scrutiny just now and because the best interests of all phases of the industry would be most effectively served by peace between labor and management, it seems to us that your comment tends toward misconception and bad feeling rather than toward the harmonious working relations which AFRA has sought.

Your charge that AFRA tried to "euchre" network affiliates into a "secret covenant" simply does not stand up in the light of the facts. As is true in any negotiations the step-by-step course of the discussion was not publicized. But once the present clause (still regarded in good faith by AFRA) was initialed by the authorized representatives of the networks there was nothing secret about it as far as AFRA was concerned.

Inasmuch as AFRA operates on a completely democratic union setup, what you term "a secret covenant" was referred for discussion and vote: (a) to AFRA's national board, (b) to local boards in New York, Chicago, Los Angeles and San Francisco, (c) to rank and file membership in the same four cities. It was also publicized in our official local and national publications. Where is the secrecy?

The real issue involved is that AFRA wants to create a labor-management committee willing to sit around a table and discuss affairs of mutual interest—not solely AFRA's interest, please note—for the purpose of promoting amicable relations in the best interests of the

(*Continued on page 75*)



Too big

When this 340-ton locomotive en route to the Santa Fe Railroad arrived in Baltimore, trainmen discovered it was too big for the Baltimore tunnel it had to go through. So they loaded it on a railroad barge, floated it across the harbor where they put it back on the track!

But our radio point is this: just being big isn't always the answer to everything. Other things must be considered.

Down here in Baltimore it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station. And don't forget this is a 5-station town! If you want low cost sales results . . . put W-I-T-H on that list and things will hum. They always have, smart time buyers say. Remember . . . it's W-I-T-H, the independent.

W·I·T·H

AM and FM

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

WOKO Offers Reorganization Plan

WOKO Albany, loser in its fight for Supreme Court reversal of FCC's denial of its application for license renewal, would be reorganized and separated from WABY Albany under plans outlined to FCC last week in a WOKO petition.

Separation from WABY Also Anticipated In Petition

COMPLETE reorganization of WOKO Albany and separation of that station from WABY, now under common ownership, are proposed in a petition filed last week with the FCC by Dempsey & Koplovitz, Washington counsel for WOKO Inc.

At the same time an amended application for license renewal and increased power to 5 kw was filed. Within a fortnight application to transfer control of WOKO to The Press Co., Albany, and control of WOKO to Raymond M. Curtis will be filed, the petition stated.

Presented to the Commission Wednesday afternoon, the petition was filed two days after the U. S. Court of Appeals issued an order certifying the Supreme Court's decision which upheld the Commission's denial of license renewal to WOKO [BROADCASTING, Dec. 16].

Stock Is Sold

Sam Pickard, former Federal Radio Commissioner and one-time vice president of CBS in charge of station relations, has sold his 24% interest in WOKO Inc. to the corporation for $108,000, the petition recited. That transaction, which included $19,200 in dividends which had been withheld, was consummated on Jan. 9, petition stated. Purchase of Mr. Pickard's stock, held in the name of Richard K. Phelps but beneficially owned by Mrs. Francke Pickard, wife of Mr. Pickard, was made with surplus funds by the corporation.

On Jan. 10, Harold E. Smith, who was found by FCC to have aided Mr. Pickard in the concealment of Mr. Pickard's interest, resigned as secretary, treasurer and director of the corporation and entered into a firm agreement whereby he relinquishes his 255 shares (25½%) of voting stock in WOKO and receives, in lieu, an equal number of non-voting shares. The necessary papers have been filed with the New York Secretary of State to permit issuance of non-voting stock.

Because of his ability as a station manager, the firm plans to retain Mr. Smith as manager, but without voice in policy or operations beyond technical and programming, the petition stated.

Replacing Mr. Smith as a director the stockholders have elected Samuel Jacobs, who also is the new secretary. Mr. Jacobs is assistant corporation counsel in the Law Dept., City of Albany, and formerly was counsel for the Dept. of Public Welfare, Albany County. He will prepare and execute all applications, reports and other documents which must be submitted to the FCC.

Messrs. Smith and Curtis, who own 510 out of 760 shares of WOKO Inc. and 105 of 200 shares of Station WABY, on Jan. 10 made an agreement with the Press Co., owner of 250 shares of WOKO and 30 shares of WABY, to exchange their controlling interest in WABY for the Press Co.'s minority holdings in WOKO, subject to FCC approval. In addition Messrs. Smith and Curtis agreed to pay to the Press Co. $5,000 each, the petition said.

Pursuant to the new contract whereby Mr. Smith relinquishes a voice in WOKO's affairs, the 125 shares received by him from the Press Co. will be turned over to the corporation for non-voting stock.

Submitted with the petition and amendment to the renewal application were letters from civic, charitable, religious and other organizations of Albany and Albany County, commending the service presented by WOKO under its present management.

At the same time WOKO filed application to increase power to 5 kw fulltime from 1 kw day, 500 w night. Station operates on 1450 kc. WABY uses 250 w on 1450 kc.

At press time the FCC had taken no affirmative action on the appeals court order, pending complete study of the Supreme Court decision by the Commission staff. Meanwhile WOKO continues operations on special temporary authorization.

Pending before the Commission is the application of Van Curler Broadcasting Corp. requesting WOKO's facilities with 5 kw power. Should the Commission accept the amended WOKO application, a consolidated hearing likely would be held, said FCC sources.

Seek License Transfer

ASSIGNMENT of license of WQUA, new 250-w station on 1230 kc at Moline, Ill., from a partnership to a corporation with no change in ownership is sought in an application reported by FCC last week. Bruff W. Olin Jr. owns 90% of the present licensee, Moline Broadcasting Co., and of the proposed licensee, Moline Broadcasting Corp.; G. Decker French and Howard P. Eckerman own 5% each. Mr. Olin is president and treasurer of the corporation; Mr. French is vice president, and Mr. Eckerman is secretary.

RADIO STATION WPTF
RALEIGH, N. C.

CONGRATULATIONS! AYER RADIO AWARD JUDGES HARRY O'BRIENT, DICK DORRANCE AND MATTHEW CHAPPELL HAVE VOTED YOUR STATION FIRST PLACE IN FIVE THOUSAND WATTAGE AND OVER CLASSIFICATION. YOUR SPLENDID COOPERATION IN MAKING FOOTBALL BIG SUCCESS EARNESTLY APPRECIATED BY N. W. AYER & SONS.

ROBERT COLLINS, MGR.
RADIO DEPARTMENT

You'd Smile Too..

If you had won the N. W. Ayer & Sons award for football promotion in competition with the nation's leading stations.

Gus Youngsteadt, WPTF director of advertising and promotion says, "The 'extra point' support our staff gave to broadcasts by Ayer's client is typical of how WPTF helps build top audience. Grab a hunk of this promotional backing for your clients. Put WPTF on your 1947 schedule and watch North Carolina's number one salesman go to town for you in the South's number one state."

WPTF 680 KC 50,000 WATTS NBC
Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

KGNC

ELECTED NATION'S NO. 1 PROMOTIONAL HORSE IN CANTOR-PABST "GODIVA"

KGNC INGENUITY PAYS OFF TO *TIMEBUYERS* TOO!

Proud? You bet! But not cocky of the $1,000 first prize we won in promoting the Eddie Cantor Show for Pabst Blue Ribbon... just anxious to do a bang-up job for you, too! Contest or no contest... ours is a full-time merchandising and promotional job throughout the year. To you, KGNC means this... full, effective coverage of Amarillo and its vast trading area; super programming that has won not only national recognition, but a constant, loyal, local audience as well. We promise WINNING RESULTS FOR YOU, TOO!

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

GOING TO 10,000 WATTS, 710 KC. SOON

KGNC

AMARILLO, TEXAS
1440 ON YOUR DIAL

NBC LSC

Gold Drops News Editing To Write Capital Column

BILL GOLD, news editor of WINX, Washington independent owned by the *Washington Post*, has transferred to the *Post* as columnist. His column, "District Line," light commentaries on the Washington scene, started last Monday and will appear Monday through Saturday. Mr. Gold will continue his nightly *Post Preview* at 11 p.m. on WINX.

His successor as WINX news editor has not yet been named. Mr. Gold became the station's news editor in the summer of 1944. He was formerly news editor of WCPO Cincinnati.

Covers Installation

INSTALLATION ceremonies at the Washington National Cathedral of the Right Rev. Henry Knox Sherrill as Bishop of the Episcopal Church in the U. S. was telecast last week by Du Mont station WTTG Washington and carried in New York by WABD and WNBT.

AMONG TBA officers for 1947 (left to right, seated): Will Batin, TBA secretary-treasurer; F. J. Bingley, Philco; J. R. Poppele, WOR New York, TBA president; Curtis W. Mason, KFI Los Angeles. (Standing, l to r): G. Emerson Markham, WRGB Schenectady, TBA vice president; Paul Raibourn, Television Productions, TBA assistant secretary-treasurer; Allen B. Du Mont, Du Mont Laboratories.

NAB Says 7-8 a.m. Good Daytime Hour

Broadcast Advertising Dept. Issues Listening Report

RADIO listening before breakfast (7-8 a. m.) is higher than that of six other daytime hours, according to a publication on audience measurements titled "It Pays to Know Your Radio Audience," published last week by the NAB Dept. of Broadcast Advertising.

The 16-page report covers results of several studies conducted during 1946 to evaluate types of radio research and their application to sales and programming, according to Frank E. Pellegrin, NAB director of Broadcast Advertising. The studies were conducted by the NAB Sales Managers Subcommittee on Audience Measurement. A report on the work was given at the NAB Chicago convention last October by Howard S. Meighan, CBS vice president and subcommittee member.

Charts depicting audience habits were prepared by the Research Dept. of CBS Radio Sales. The booklet will be distributed by NAB.

7-8 a. m. Superior

In a section on little known dimensions of a station's audience, the booklet shows the superiority of the 7-8 a. m. hour over other hours from 6 a. m. to 6 p. m. Extent of outside area listening as against home county listening is pointed out, with the suggestion that city surveys are not adequate to tell the audience story. A chart on audience composition indicates that 7-8 a. m. and the noon hour draw large numbers of men listeners.

"Mood sequence" programming is advocated by the subcommittee's report, based on "where a program's audience comes from and where it goes." "Mood sequence" is described as referring to the mood of the audience during a sequence of time periods. Careful study of audience flow is advised, with charts and suggestions on how to win and hold listeners.

Third section of the subcommittee study shows how typical local programs were analyzed by the Lazarsfeld-Stanton Program Analyzer technique, used by CBS and McCann-Erickson. The method is declared to show not only how listeners react, minute-by-minute, to a specific program, but also why. Cases are cited to show how stations can benefit by research findings.

Delay KBIX Hearing

HEARING on the KBIX Muskogee, Okla., applications for license renewal and a new FM station was postponed from Jan. 15 to Feb. 17 on FCC's own motion, the Commission announced last week. It will be held at Muskogee. KBIX programming is involved in the renewal hearing.

Rx for extra volume

Today, prescriptions are a small part of the 10 million dollars spent each year in drug stores of the Nashville area . . . This is a symptom of the strong permanent market you can count on for steady sales . . . We prescribe a thorough investigation . . . And for extra volume, spread your sales message via WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN
•
MUTUAL

5,000 WATTS
980 KILOCYCLES

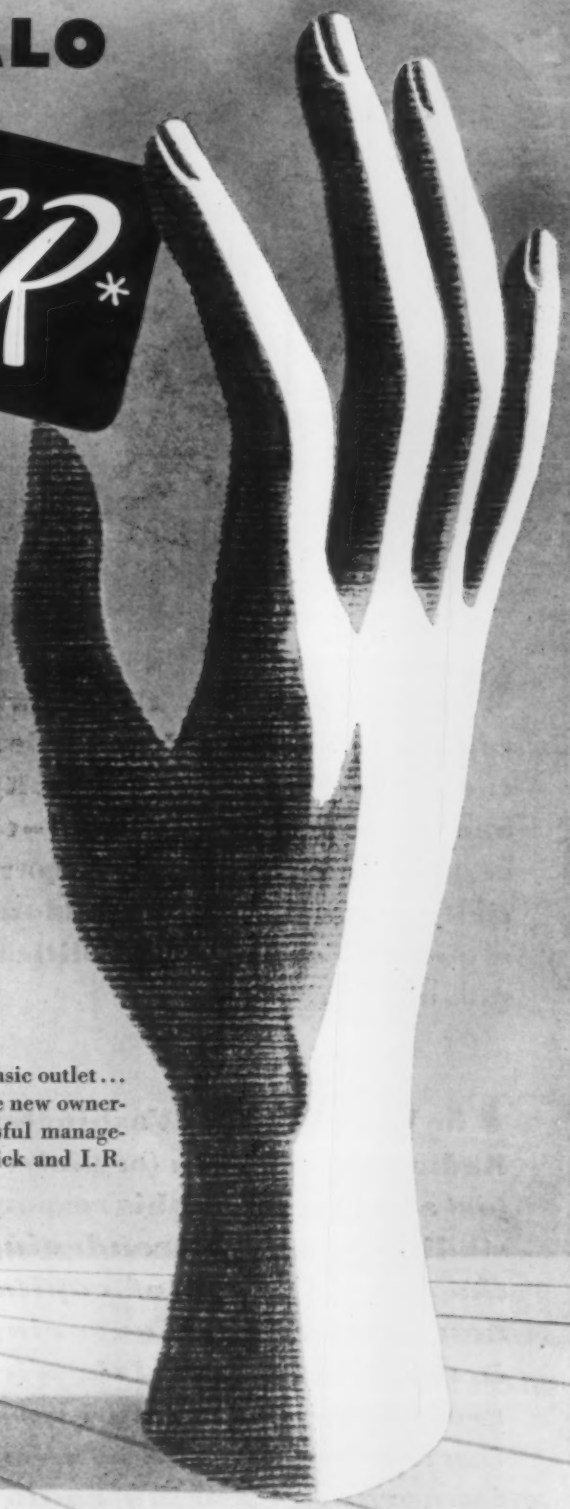
National Representative:
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

Audiences are what count

...and in BUFFALO

the "New" WGR*



has the *strongest* program appeal in its long history

*WGR ...Buffalo's oldest station...Columbia's basic outlet... is heading for new peaks in 1947 under the new ownership of two of the industry's most successful management pioneers...Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry.

WGR 550 kc

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

DATELINE WASHINGTON..

Washington, as the news capital of the world, provided radio its greatest opportunity and responsibility in 1946—to report, speedily and impartially, news of the tremendous economic, social and political postwar upheaval.

The WOL-Mutual Washington Radio News Bureau (organized just a year ago) met this responsibility squarely: *broadening the overall scope of capital news coverage—pioneering in the effective use of the wire recorder—relentlessly exposing intolerance and political immorality—scoring radio's most impressive list of news "firsts."*

LOOK AT THE RECORD ➡

BILBO
Senate Investigation:
FIRST

GEORGIA
LYNCHINGS:
FIRST

ICKES
RESIGNATION:
FIRST

Congressional
Record Citations:
FIRST

CONGRESS
TODAY:
FIRST

CAPITOL
QUOTES:
FIRST

This partial review of the record of the WOL-Mutual Radio News Bureau is published not in a spirit of boastfulness but in tribute to the accomplishments of its distinguished chief, Albert L. Warner, and his staff: Ray Henle, Russell Turner, Loren Pope, Macon Reed, George Reedy, Lou Brott, Winthrop Sherman, Dale Morgan, Steve McCormick, Bill Brundige and Helen Keller . . . to the members of the Cowles Publications Washington Bureau including Richard Wilson, William Mylander, Nat Finney, Marr McGaffin and Jack Wilson . . . and to Mutual's Fulton Lewis jr., Bill Hillman and Fred Morrison.

BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.

FM Pushed by New Outlet At Hornell, N. Y., WWHG

EXTENSIVE PROMOTION on the advantages of FM broadcasting was carried on by WWHG, new FM outlet at Hornell, N. Y., before it went on the air Dec. 24, and the station is continuing a vigorous promotional campaign, C. S. Roberts, promotion manager, states.

The GE film, "The Story of FM," was shown to service clubs and other groups in the Hornell area, newspaper advertising was carried for nearly a year, and an open house for inspection of of WWHG's studios was held before the station started broadcasting. Advertising is still being pushed to keep FM constantly before the public, Mr. Roberts says.

At its open house WWHG distributed a pamphlet, "WWHG Brings You FM," which gives an explanation of FM in language understandable to the layman. This pamphlet also has been made available to dealers in the Hornell area, and WWHG is giving the dealers streamers to further call attention to FM and WWHG.

The station, which is on Channel 260 (99.9 mc), is operating with a temporary power of 250 w from 3-9 p. m. daily. Licensee is W. H. Greenhow Co. Inc. Additional equipment has been received, and as soon as two more bays can be added to its antenna, WWHG will be up to its full output of 10 kw, Mr. Roberts says.

ABS Adds KAWT

ARIZONA Broadcasting System Jan. 11 increased affiliates to seven stations with addition of KAWT Douglas, Ariz. Other outlets of regional network are KTAR KVOA KYCA KYUM KWJB KGLU.

Midland Broadcasting Co. to Acquire New Home for KMBC Kansas City, Mo.

FOUR-STORY MARBLE structure owned by the American Red Cross in downtown Kansas City, Mo., soon will become the new home of KMBC and KMBC-FM.

ANNOUNCEMENT that the Midland Broadcasting Co., operating KMBC and KMBC-FM Kansas City, has contracted to purchase the American Red Cross building at 11th and Central streets, near the center of the city's downtown section, was made last week by Arthur B. Church, president of Midland.

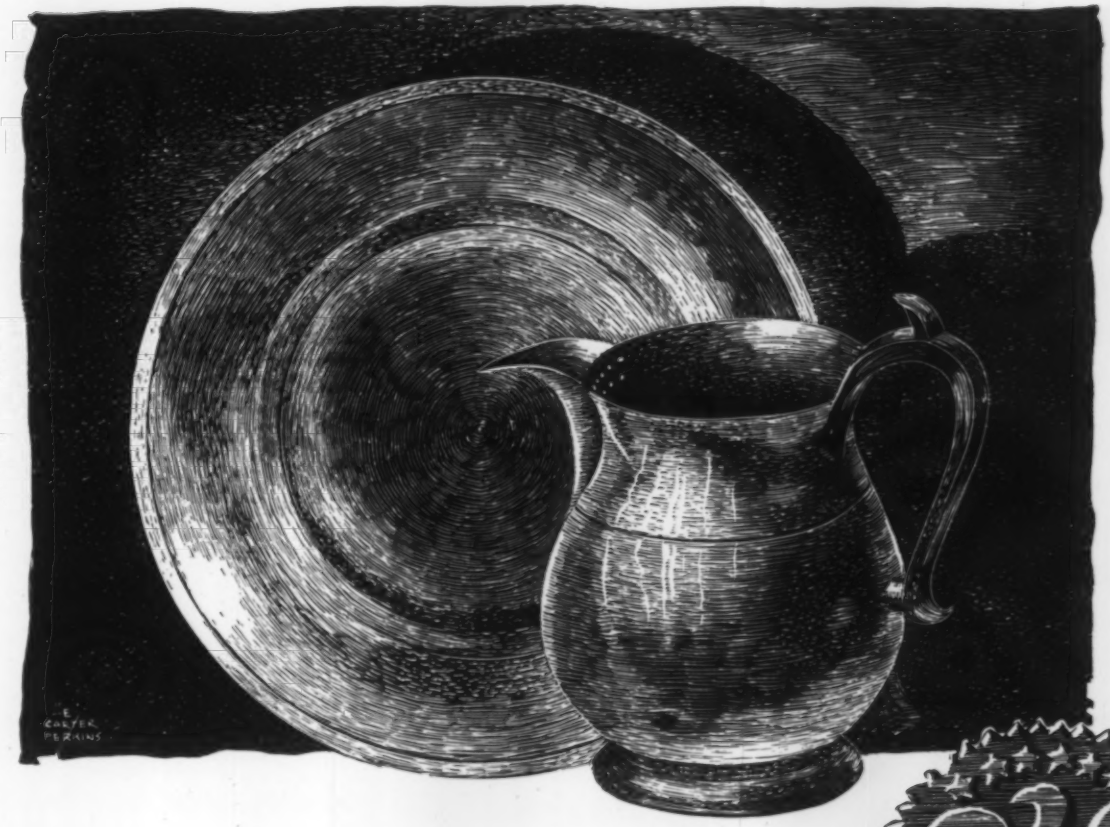
The four-story marble building with more than 100,000 square feet of floor space will provide facilities for KMBC and KMBC-FM, and the studios of the new Midland station at Concordia, Kans., which the FCC authorized last November, also will be located there, Mr. Church stated. At present the stations operated by Mr. Church occupy the 11th and most of the 10th floor of the Pickwick Hotel in Kansas City.

Mr. Church said plans have not been completed for use of the spacious auditorium in KMBC's new home, but it is expected that the auditorium, now devoid of seats and furnishings, in time will be made available to Kansas City civic interests who will use it in conjunction with KMBC. The Red Cross may retain office space in the building until the end of 1948.

KMBC-FM, which operates on both the low and high FM bands, expects to begin operating with 12 kw soon, using newly installed equipment, Mr. Church announced.

Joins KRIO Staff

APPOINTMENT of Bill Dickson, ex-Army public relations officer and writer, to the staff of KRIO (Valley Broadcasting Assn.), which will begin operation about April 1, at McAllen, Tex., was announced last week by station's general manager, Ingham S. Roberts. Before entering the Army Mr. Dickson studied economics and government at the U. of Texas, where he was chief announcer and actor for the Radio House, an experimental radio production laboratory.



DEVICES OF DISTINCTION

Makers of early American pewter ware stamped "touch marks" on their wares to identify their craftsmanship. These marks not only symbolized the artisan's pride in his handiwork, but also served as a primitive type of advertising to encourage "repeat business."

In modern advertising the letters "WCBM" mean much to sponsors who continuously use this station. It is the type of "repeat business" that eloquently describes WCBM's ability to reach and sell to the people of metropolitan Baltimore. For your 1947 advertising, give full consideration to what WCBM can do for you.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

buying the best radio station is not just a matter of luck

Rather, it is an accurate and factual business—a phase of advertising that requires keen sifting of facts and figures.

In Memphis, facts and figures *prove* WMC first by a convincing margin.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO.

MEMPHIS' *DOMINANT* RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

Grant for Jackson Outlet Made Final

FCC Also Okays KWFT and WROL Power Increase Requests

PROPOSED GRANTS for a new station at Jackson, Miss., and for power increases for KWFT Wichita Falls, Tex., and WROL Knoxville, Tenn., were made final by FCC last week.

The Commission meanwhile rescinded its Dec. 8 grant to James S. Rivers, general manager of WMJM Cordele, Ga., for a new station at Sanford, Fla., on 1400 kc with 250 w fulltime [BROADCASTING, Jan. 13]. FCC said the grant was set aside "pending further study of the qualifications of applicant." Mr. Rivers applied in the business name of Southeastern Broadcasting System.

The proposed grants made final involved three of six applications in a 620-kc proceeding [BROADCASTING, Dec. 16]:

Rebel Broadcasting Co. was authorized to operate a new station at Jackson on 620 kc with 5 kw day and 1 kw directionalized at night. The company is owned by a partnership composed of C. A. Lacy, in broadcasting for 15 years, and Charles E. Russell, W. C. McCarty, and T. E. Wright, Jackson businessmen. CBS affiliation is planned.

5 kw Fulltime

KWFT was authorized to increase power on 620 kc to 5 kw fulltime, directionalized at night. The station now operates with 5 kw day and 1 kw night, directionalized fulltime.

WROL, now on 620 kc with 1 kw day and 500 w night, was authorized to operate with 5 kw fulltime, directionalized fulltime.

Engineering conditions accompanying each proposed decision were modified in the final grants.

The grants were issued after WRAL Raleigh, only applicant which received a proposed denial in the six-application proceeding, notified the Commission that it would contest only the proposed grants which were mutually exclusive with its own application: WDNC Durham's application to move from 1490 kc with 250 w to 620 kc with 5 kw day and 1 kw night, directionalized fulltime, and Public Information Corp.'s application for a new Durham station on the local frequency WDNC proposed to vacate. The WRAL application asked for a move from 1240 to 620 kc and a power increase from 250 w to 5 kw day and 1 kw night, directionalized. Oral argument on these three will be held.

Radio Introduction

TOWN HALL, New York, is holding an eight-week "Learn About Radio" course on Wednesday evenings. Gretta Baker, script writer and radio lecturer at New York U., directs course which is being addressed by such radio personalities as Bob Hawk, Bill Slater, Jack Barry, Jinx Falkenberg and Tex McCrary, House Jameson, Don MacLaughlin and Charles Collingwood. Some sessions include off-the-air presentations of radio programs.

'TIMES' SUGGESTION

Paper Takes Stand Against Sponsored Newscasts

"RADIO might well consider the precedent of the press and separate completely its commercial and news content," states a *New York Times* editorial in the Sunday, Jan. 12 issue. The *Times* takes issue with sponsorship of news programs. "The advertiser under these circumstances, [sponsored newscasts] has the power," says the editorial, "to take off the air part of the news and opinion a station furnishes."

The *Times* continues, that "the present method of sponsored news and commentators is open to some grave criticism. Advertisers are being permitted to say what news is to be put on the air. The power and responsibility of such a choice is not properly put into their hands alone."

"Jack Gould, discussing the problem in this newspaper's columns, has suggested entirely separate commercials before or after news and comment periods but without any sponsorship connection. This is one logical alternative to a system that casts doubt on the impartiality of stations and newscasters," the editorial concludes.

CP APPROVAL RAISED 43% TO $50 MILLION

WEEKLY rate of construction project approvals has been raised from $35,000,000 to $50,000,000 per week, an increase of 43%, according to Maj. Gen. Philip B. Fleming, administrator of the Office of Temporary Controls. Control of non-veterans construction was imposed last March 27 by the Civilian Production Administration, a unit of OTC.

Besides easing the building limit, CPA has notified field offices they may approve foundations and structural frames in areas of unemployment and where cement is in free supply, provided critical materials are not used.

Existing rules governing approval and denial of building projects by local boards otherwise remain unchanged. Broadcast stations are limited to $1,000 in construction projects unless CPA permits are granted by local boards.

Ad Club Host

LOS ANGELES AD CLUB will be feted by San Francisco Ad Club at Palace Hotel in latter city Jan. 22. Approximately 100 Los Angeles members will attend, with Robert L. Smith, executive vice president and general manager of *Los Angeles Daily News*, speaking on "Does Advertising Have A Conscience?" Fred Kerman, president of Los Angeles Ad Club, will preside, with Charles Levitt, vice president of Smalley, Levitt & Smith, Los Angeles, as chairman, and Red Skelton as guest star.

It's impossible

You can't cover California's **Bonanza Beeline** without on-the-spot radio

KOH-RENO

KFBK-SACRAMENTO

KWG-STOCKTON

KMJ-FRESNO

KERN-BAKERSFIELD

California's great central valleys plus Reno and wealthy western Nevada — this is the vast Beeline market and it's a bonanza! It absorbs more retailed merchandise than San Francisco and Seattle *combined.*

But it's a market set apart by mountains — mountains that stop most outside radio signals *cold.* So, to radio-sell California's Bonanza Beeline, you need *on-the-spot* radio.

That means the five BEELINE stations. Each of this group (not a network or a chain) dominates its community. KFBK Sacramento, for example, with a 26-week nighttime *local* show rated an astounding *18.6* in a recent Hooper survey — outstripping the next best station nearly 6-to 1! See what any or all of these Beeline stations can do for you.

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

McCLATCHY BROADCASTING COMPANY

KMJ	KERN	KOH	KWG	KFBK
Fresno (NBC)	Bakersfield (CBS)	Reno (NBC)	Stockton (ABC)	Sacramento (ABC)
5000 watts 580 kc.	1000 watts 1410 kc.	1000 watts 630 kc.	250 watts 1230 kc.	10,000 watts 1530 kc.

WLOX Attacks FCC Reasoning In Denying Biloxi Application

AN ATTACK on FCC's reasoning in its proposed denial of the WLOX Broadcasting Co. application for a new local station at Biloxi, Miss. (1490 kc, 250 w) is contained in a petition filed with the Commission by the WLOX group.

The proposed decision anticipated denial of the application on grounds that the principal stockholder, James S. Love Jr., "has consistently violated certain laws of the State of Mississippi" through the operation of slot machines and the sale of liquor on property which he manages [BROADCASTING, Oct. 14].

In its petition, the WLOX group argues that "the State has not even accused anyone involved in this proceeding of violating any state law, and, of course, has never found him guilty." It contends that "the Commission is without jurisdiction to 'try' anyone for the violation of any state law, much less to punish him by denying an application because of such alleged violation."

"If the Commission be assumed to be clothed with that function, it must *impartially* exercise it," the petition continued. By that standard, the petition contended, the Commission "must determine" whether the owners of WGCM Gulfport, which has a Biloxi application mutually exclusive with WLOX's, "have violated any of the Mississippi laws, particularly the statute making it unlawful to keep, have in one's possession, sell, or give away intoxicating liquor. [This] means that anyone, even a representative of the Commission, who may have sipped a glass of wine in the State of Mississippi violated the law."

In its proposed decision, FCC anticipated denial of the WGCM application on grounds of duopoly.

WGCM owners, Hugh O., William E., and James O. Jones, have offered to amend to withdraw William E. Jones from the Gulfport ownership and make him, instead, the applicant for Biloxi, so that "there will be no ownership connected between the Gulfport station and the proposed Biloxi station."

The WLOX group, although contending that Mr. Love paid liquor taxes as required by State law and secured and posted all necessary Federal licenses relating to liquor and slot machines, has petitioned for permission to amend its application to show Mr. and Mrs. Love, who owned 90% of the stock, as having 23⅓%, and to add six new stockholders. Vance M. Thompson, who had the remaining 10% in the original application, would retain 6⅔%. New stockholders would be: M. H. Dees, automobile dealer, president (16⅔%); L. J. Smith, dentist, vice president (16⅔%) B. B. O'Mara, physician, secretary (13⅓%); C. S. Wentzell, owner of a tourist court, treasurer (16⅔%); Howard McDonnell, attorney and State Senator (3⅓%); Glenn L. Swetman, bank cashier (3⅓%).

NAME NEW DIRECTORS AT McCANN - ERICKSON

Mr. Harper

Mr. Deane

ROY M. ALDERMAN, Marion Harper, Jr., and Julian Lowrie Deane, all vice presidents of McCann-Erickson, New York, have been elected directors of the agency.

Mr. Alderman

Mr. Alderman has been associated with McCann - Erickson for 17 years, 12 of which were spent in Cleveland as vice president and manager of the agency's local office. He entered the Army in 1940, and following his release was assigned to the agency's New York office as vice president and a service group head.

Marion Harper Jr., joined McCann-Erickson as a trainee in February, 1939. He was named manager of copy research and later director of all research activities and was appointed a vice president in April 1945.

Julian Lowrie Deane, who is McCann-Erickson's account executive for Standard Oil Co. of New Jersey and affiliated Esso Marketers, has been with the agency since 1934.

Complaint Filed

JOAN EDWARDS, whose option on the CBS *Hit Parade* program, sponsored by American Tobacco Co. (Lucky Strike Cigarettes) through Foote, Cone & Belding, was dropped after the current 13 weeks, has filed an objection with AFRA (Early story page 64). Miss Edwards claims that she had an oral understanding with the agency and sponsor indicating that her option would be picked up after 13 weeks and as a result moved her home from New York to the West Coast. AFRA is currently studying the case.

KFYR--MUST
STATION OF
THE NORTHWEST

If your advertising plans include the Great Northwest KFYR is a *MUST*. No other medium can cover this tremendous area at one time.

A happy combination of favorable frequency, high ground conductivity, and one of America's finest antenna systems gives KFYR a ground coverage unparalleled in the nation.

And 21 years of building programs especially for Northwestern tastes has given KFYR a greater regular listening circulation than that of any other station within a radius of 350 miles.

Write, or ask a John Blair man, for all the data. Whether you prefer BMB, NBC, or engineering figures—they all prove that in the Northwest — it's KFYR — by a wide margin.

KFYR Bismarck, N. D.
5000 Watts Day and Night
NBC Affiliate 550 Kilocycles
National Representative: JOHN BLAIR & CO.

Hard Hitting Sales Promotion WINS Sales for Time Buyers— WINS Community Interest — WINS CONTESTS TOO!

...ALSO WON A PRIZE IN THE LONGINES PROMOTIONAL STINT!

Y'ought to see the beautiful watch... the prize for our part in the Longines World's Most Honored Flights promotional contest. But nobody can tell better time than you Time Buyers... your time is RIGHT on KRGV!

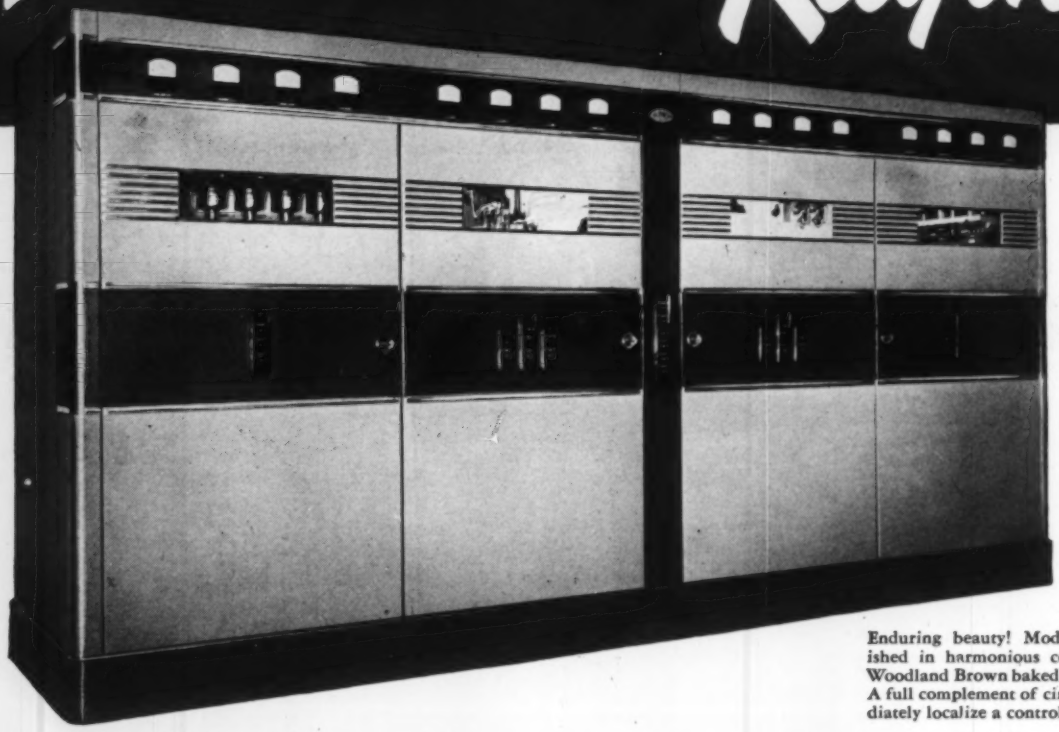
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales

THERE'S A BOOST FOR TIME-BUYERS IN EVERY KRGV ACHIEVEMENT . . . . . .

We're serving the "Magic Valley" . . . but there's nothing magic about the way we get results down here! We're mighty proud of every tangible indication of achievement . . . like the prize won in the Eddie Cantor Promotional Contest . . . but our pride is second to our desire to do the same kind of selling job for you! Let us garland YOUR product with laurels, too!

SERVING THE CITY WITH A MAIN STREET 65 MILES LONG

NOW FOR THE LARGER STATION . . . Raytheon



Enduring beauty! Modern functional design, finished in harmonious contrast of Dove Grey and Woodland Brown baked enamel, trimmed in chrome. A full complement of circuit indicating lights immediately localize a control circuit failure.

FEATURES

High Fidelity Signal—flat frequency response 30 to 10,000 c.p.s.—distortion less than 3% at 95% modulation—noise level minus 60 db below 100% modulation.

Low Operating Cost—simple circuit design plus quality components operated at well below capacity assure exceptionally long tube life and economical operation.

Fast, Easy Maintenance—full length doors, large compartments and improved mechanical design provide maximum convenience and accessibility.

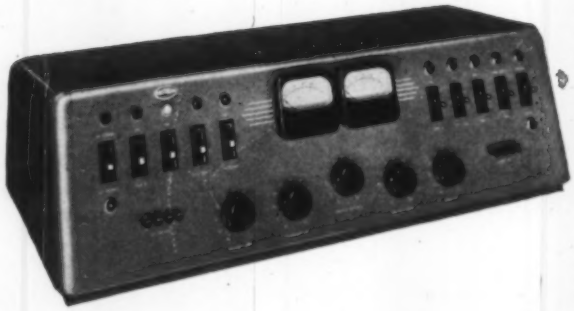
Instantaneous Power Reduction for nighttime operation through a single switch, without program interruption.

High Stability Crystal Oscillator with transfer switch. Provision for second crystal.

Easy to Operate—centralized manual or automatic plus remote console control. Minimum number of tuning controls, sixteen meters instantly check all circuits, full complement of circuit-indicating lights, modern motor tuning.

Automatic Recycling minimizes lost air time.

Easily Meets All FCC Requirements and is fully approved.



This handsome control console gives the engineer fully automatic control of all transmitter operations plus studio switching facilities for handling emergency programs originating at the transmitter. Controls audio and monitor switching; contains VU meter and remote antenna current meter. Finished in colors to match transmitter.

DEVOTED TO RESEARCH AND MANUFACTURE

... all the basic advantages of *Design!*

Rugged and completely accessible. Compartments, large enough for a man to enter, make cleaning and servicing easy.

Brilliantly developed in this new

5 or 10 KILOWATT AM TRANSMITTER

RAYTHEON

Excellence in Electronics

Big station engineers all over the country designed this transmitter. It is custom engineered to their specifications—to give you *exactly* what you want and have asked for. That, is the advantage of Raytheon design.

For the first time—*complete* accessibility including convenient servicing from the inside of any one of the roomy compartments.

Reliability that is built into every circuit plus extra safeguards against program interruption. Control features that instantly locate a failure, meter every circuit, allow manual or automatic operation at the centralized control panel or at the remote console.

Positive safeguards to equipment are provided—double protection to personnel—quiet high-velocity air cooling with an individual blower for each modulator and power amplifier tube.

The efficient high level system of modulation means real operating economy. The low initial cost will also surprise you.

Before you order *your* transmitter get all the facts on the RA-5 or 10. Write today for fully illustrated booklet containing complete technical specifications, inside views and schematic diagram.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division

7475 North Rogers Avenue **Chicago 26, Illinois**

FOR THE BROADCASTING INDUSTRY

Lower Technical Standards Protested

Vets Deplore 'Gimme' Attitude in Some Ex-Servicemen

VIGOROUS PROTESTS on the proposal to relax the FCC operator rules [BROADCASTING, Jan. 6] have reached BROADCASTING from several veterans who feel that present requirements are not too strict for those who really know technical radio.

"Anyone who knows enough about transmitters to fill the position of transmitter operator will have no difficulty in passing the license examination," writes Eugene Hill of Little Rock, Ark.

"The inference here," he continues, "is that relief should be given veterans by relaxing the requirements that stations employ first-class license holders. This is not relief to veterans nor anyone else, not even the stations. The veterans feel it would open a field of employment to them, but in reality it would remove a field because the rate of pay, already low, would practically disappear and the veterans would not want the jobs . . ."

Realize Obligations

Harold F. Jones, radio operator at WGY Schenectady, and a veteran, writes: "There are too many people more interested in lowering present standards than meeting them as others already have. . . . Surely Mr. Thompson [Gordon Thompson, who is referred to in past article] or anyone else wouldn't expect to become a doctor, lawyer, licensed electrician or plumber on what he learned in the service, then why a radio operator? I wonder if he realizes some of the obligations of good radio and responsibility to other stations. I'm sure I do after ten years of operating. I wonder if he knows that despite the rigid examination there are still darned poor operators. And he wants the standards lowered!"

Another technician, George W. Brooks, radiomarine technician, with several years commercial radio experience, says the article "makes my blood boil."

"Let's look at it truthfully," he writes. "First, only the 250 w class stations are mentioned. Why? First, they suffered most when, after the war the requirement that transmitter personnel have first class radiotelephone licenses was reinstated. That meant more personnel with only restricted permits. . . . They no longer could hire their technical staff on a shoestring, but must pay out hard-earned money for the men with sufficient ability to get the first class licenses. . . . If they make so little that they cannot pay men a decent salary for their existence, then the 250-watters shouldn't be in business. . . .

"Second, is the ex-serviceman who operates a 250-watter really being trained under the "GI Bill" or is this another dodge to try to keep from paying good men what they are worth?"

"I spent the better part of my Army career," Mr. Brooks continues, "as an instructor at Ft. Monmouth, N. J., and imagine I saw between 50,000 and 100,000 men studying communications. [We gave] them enough 'book learning' and practice to enable them to service and maintain GI equipment well enough to maintain communications. Very few of these men, even when the war ended, were experts, and without additional training they could not expect to fit into professional communications. But if they had *wanted* to learn, they could have, and then they could and would have found their niche in communications. . . .

"The quicker we realize that there are 52-20 clubs in radio, too, and the quicker the ex-serviceman realizes that his 'gimme' has got to stop, and that he has got to go to work if he wants to be paid, the quicker we can have a real 'Break for Servicemen'."

A radio operator of WTMA Charleston, S. C., former Army radio instructor, George H. Knapp, writes that he saw through experience that "an altogether too great a percentage of the men who went through Signal Corps training schools had little or no desire to learn and spent their entire time in the course being merely exposed to the training. . . . All these men are out looking for jobs on the civilian market now. Heaven help them and the civilian market. . . .

"I think the FCC's present exam requirements and system are splendid. They've kept a high calibre of technician among the first class men. . . . There's a shortage of 'first' men now, but new station owners should have counted their pennies before they went to the market to buy eggs. To cure that shortage by tearing down requirements means knocking the props out from under the wage-scale for the position."

"If anything," Mr. Knapp goes on, "I say increase the requirements for each respective class of license . . . equipment is not becoming less complex.

"Give America's young men higher stars to shoot at and you'll make better American men."

Berle for Vallee

PHILIP MORRIS & Co., New York, March 11 will replace its current Rudy Vallee program on NBC, Tues. 8-8:30 p. m., with a new variety show featuring Milton Berle. Agency is the Biow Co., New York.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

Customers

1. THE SIOUX FALLS' AREA PRODUCES 42% OF THE TOTAL VALUE OF SOUTH DAKOTA'S MAJOR CROPS.
2. THE SIOUX FALLS' AREA HAS 46% OF THE SOUTH DAKOTA GRAIN CONSUMING ANIMALS.
3. THE SIOUX FALLS' AREA ACCOUNTS FOR 42% OF SOUTH DAKOTA'S GROSS FARM INCOME.
4. SIOUX FALLS IS THE LARGEST CITY IN FIVE NORTH CENTRAL STATES: MONTANA, IDAHO, WYOMING AND THE TWO DAKOTAS.

Where they count

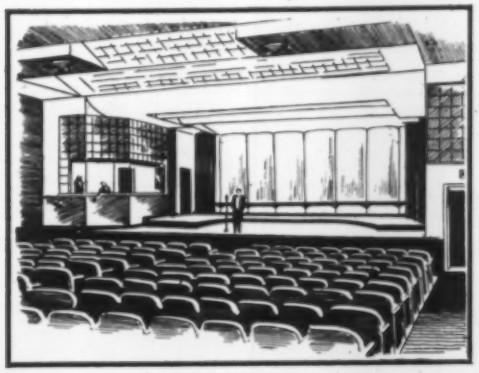
1. KELO DELIVERS CUSTOMERS WHERE THEY COUNT BECAUSE KELO SERVES AND SELLS THE SIOUX FALLS' TERRITORY.
2. KELO IS THE ONLY NETWORK AFFILIATE IN SIOUX FALLS.
3. KELO IS THE ONLY UNLIMITED TIME STATION IN SIOUX FALLS.
4. KELO PROVIDES TIMELY AND EFFECTIVE SERVICE AND MERCHANDISING—AND CONSIDERS PROMOTION AN INTEGRAL PART OF THE STATION'S RESPONSIBILITY TO ITS ADVERTISERS.

NBC AFFILIATE

Consider—then Contact

JOHN E. PEARSON CO.

A PREVIEW OF WBAL'S PLANS FOR 1947



The very best in broadcasting service is Baltimore's right!

That's why WBAL has continuously improved programs and facilities, through the years.

Now that our war job is over and materials and personnel are more plentiful, here is a preview of some of our plans for 1947 . . . at a cost exceeding three quarters of a million dollars.

1—A NEW HOME—Now under construction, radio broadcasting studios—among the finest in this country. The quality and quantity of our studios will enable us to present ever greater programs to listeners in this area.

2—GREATER PROGRAMS—The WBAL organization has been augmented with additional personnel that during 1947 will raise WBAL programs to new heights of excellence.

3—TELEVISION—Within a short time, WBAL's television field car and personnel will be experimenting around the City. We hope to have WBAL's television station in operation in mid or late 1947.

4—F.M. and FACSIMILE BROADCASTING—WBAL has an application pending before the F.C.C. for a Frequency Modulation Station. Equipment for Facsimile Broadcasting has been purchased and experiments will begin as soon as possible.

We are proud to join with other progressive institutions in building for the future of Baltimore!

NBC NETWORK

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

WBAL
GOODWILL STATION
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

YOU MAY BE ABLE TO MAKE A 289' SKI JUMP*—

BUT—YOU CAN'T REACH WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

A skier always will make several trial runs over a new course to look for hidden obstacles. But you can't look over the area surrounding Western Michigan and *see* the wall of fading that isolates this district from outside broadcasts.

When people in this area listen to their radios, they tune to their favorite "behind-the-wall" stations—WKZO in Kalamazoo and WJEF in Grand Rapids. This CBS combination gives you *complete* coverage of Western Michigan, with approximately a 10% greater "Share of Audience", morning, afternoon or night, than *all* the stations of any one other network, combined! Let us send you all the facts, or just ask Avery-Knodel, Inc.

* *Torger Tokle did it at Iron Mountain, Michigan, in 1942.*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

ABC Drops WABD As Video Outlet

Plans to Launch a Television Station If FCC Approves

ABC, which for several years has produced television programs, both sustaining and for commercial sponsors, on the Du Mont video station, WABD New York, has discontinued that arrangement, at least temporarily. Resumption, according to Paul Mowrey, ABC national director of television, depends on the FCC. If the network's application for its own television station in New York is granted in the near future, ABC will concentrate on getting that station on the air and probably will not again buy time from WABD for ABC video programs. If, however, the completion of the ABC station should be delayed, then the network probably will go back on WABD, according to Mr. Mowrey.

Network halted its program schedule on WABD last week, after the station had notified ABC of its intention to go off the air for the month of February while its new antenna is being installed. ABC had a full commercial schedule lined up for February, Mr. Mowrey said, but was putting its video shows on a sustaining basis this month and under the circumstances it seemed advisable to stop at that time and to save several thousand dollars in time and production costs that an additional three weeks operation would involve.

Meanwhile, he said, the network has received two image orthicon cameras and is making arrangements to use these for picking up sporting events on a closed circuit basis to give ABC an opportunity to develop skilled camera crews before it is ready to go on the air with its own station. In addition, ABC will continue its production of film video programs, Mr. Mowrey said.

Continues With WPTZ, WBKB

Outside New York, ABC is continuing its use of the Philco video station, WPTZ Philadelphia, and the Balaban & Katz station, WBKB Chicago, for both sports pickups and studio shows. Network has construction permits in Los Angeles, Chicago, Detroit and San Francisco, in addition to its New York application, hopes to build stations first in New York and then in Detroit this spring, moving westward as rapidly as possible. Mr. Mowrey estimated that, barring strikes or other delaying circumstances, ABC could go on the air in New York within five months of receiving authority from the Commission.

Convention Coverage

WLW Cincinnati carried special broadcasts Jan. 13-14 of third annual conference of Cincinnati chapter of Foreign Policy Assn. "International Control of Atomic Energy" was topic of conference. Kentucky Press Assn. meeting, Louisville, Jan. 16-18, also was covered on special broadcast by WLW.

HOLLYWOOD HUDDLE centers about new radio promotion campaigns for CBS Mel Blanc show (Colgate-Palmolive-Peet) during visit of Art Marquette, vice president and treasurer of Sherman & Marquette, agency servicing account. Gathered (l to r): Mr. Marquette; Sam Fuller, agency radio director and program producer; Mel Blanc, program star.

AFFILIATES ADVISORY BOARD (CBS) TO MEET

THE CBS AFFILIATES advisory board will meet for the first time this year at CBS headquarters in New York on Jan. 23 and 24. Mutual problems of affiliates and the network will be discussed by the board members who represent the 157 independently-owned stations affiliated with CBS.

Members of the board are: I. R. Lounsberry, WGR Buffalo, chairman; E. E. Hill, WTAG Worcester, Mass., secretary; C. T. Lucy, WRVA Richmond, Va.; Glenn Marshall, WFOY St. Augustine, Fla.; W. Harold Summerville, WWL New Orleans; Frank Eighmey, WTAD Quincy, Ill.; Arthur Church, KMBC Kansas City, Mo.; Kenyon Brown, KOMA Oklahoma City; Clyde Coombs, KARM Fresno, Calif.

CBS executives who plan to attend the meeting are: Frank Stanton, president; Joseph H. Ream, vice president and secretary; Frank K. White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; Edward R. Murrow, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; Earl H. Gammons, vice president and director of CBS Washington office; J. Kelly Smith, director of station relations, and William A. Schudt Jr., Eastern Division manager of station relations department.

Radio Facts

INVESTORS Syndicate, Minneapolis, quotes facts and figures from BROADCASTING and BROADCASTING *Yearbook* in its recently published statistical booklet highlighting U. S. economic development between 1894 and 1945. Included in "Trends in American Progress" is a report on FM, a list of television stations in the U. S., figures on radio's development, and peacetime applications of economics.

MORE FARM RADIOS IN IOWA than any other state*

—and most of them in EASTERN IOWA are tuned to

WMT!

*93.2% of Iowa's farms have one or more radios, the U. S. Census Bureau reports. And you can bet that most of those sets in EASTERN IOWA are steadily tuned to WMT—only CBS outlet in this sales-rich market. WMT's farm-wise programs are favorite listening here.

P. S.

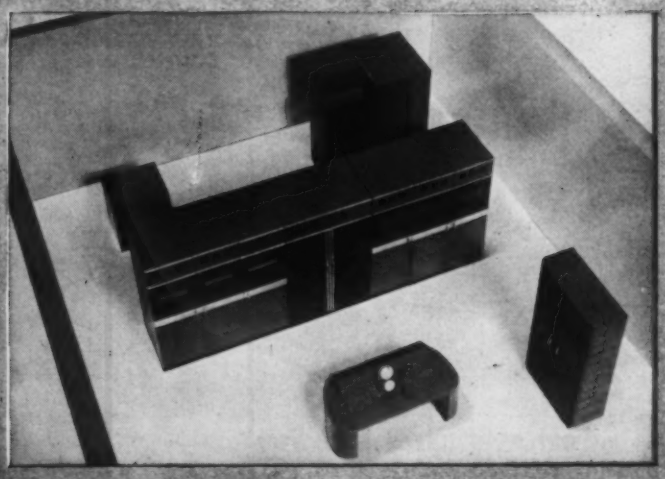
That's not the whole WMTland story by half. Iowa has an industrial income equal to her agricultural income. And city Iowans are equally faithful WMT listeners.

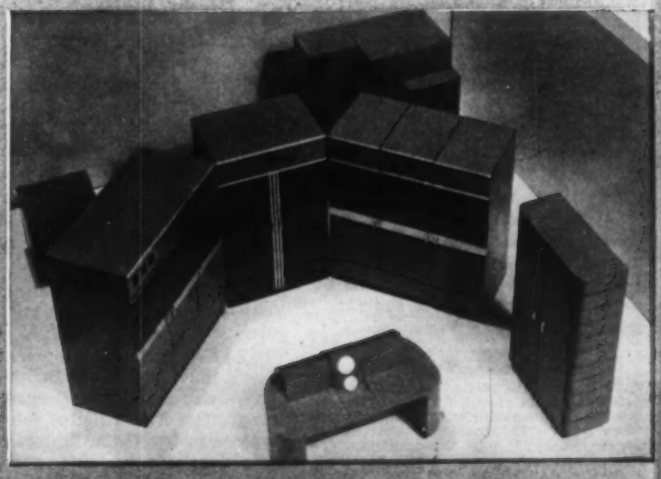
Only WMT covers EASTERN IOWA's sales-rich "Twin Markets" completely. Ask Your Katz representative for the COMPLETE story.

Member of Mid-States Group

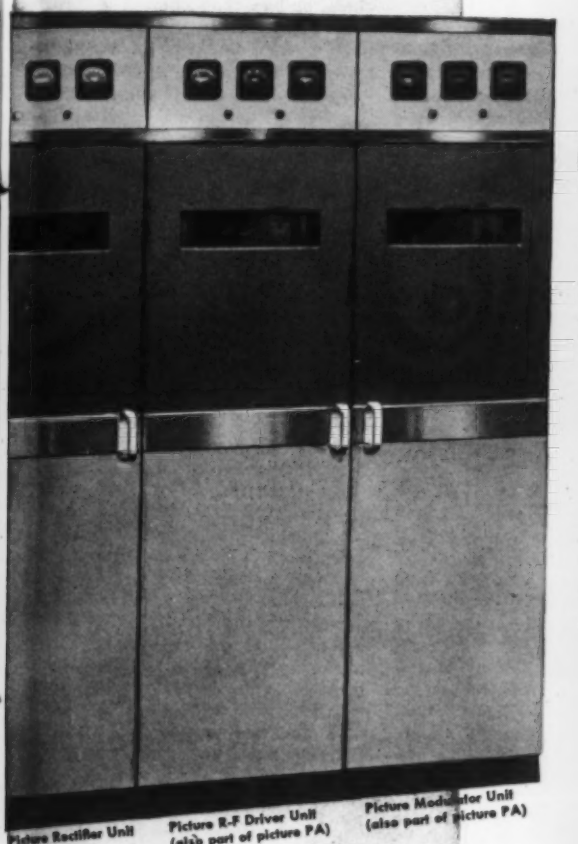
Straight-line Arrangement (over-all width, 208 inches). Unit-construction permits flexible station layout, advantageous use of available floor space.

U-shaped Arrangement—several versions possible down to a minimum width of 150 inches. Transmitting equipment also includes console; sideband filter, diplexer, and dummy load (three units at *right, rear*); water-cooling equipment (*left, rear*); and racks for test and other equipment (*right, foreground*).





Deliveries to begin soon on...



THE FIRST POSTWAR ALL-CHANNEL TELEVISION TRANSMITTER

RCA's new 5-kw, 54 to 216 mc, Type TT-5A

One transmitter . . . one standard of quality . . . for all 12 *metropolitan* channels

This revolutionary, new RCA television transmitter, we believe, offers the last word in convenience, operating economy, and performance. Here, in one attractively styled group of cabinets, are all the necessary components of both the visual and aural transmitters.

Take a look at some of its features:

— Simplicity of operation . . . complete unification of control . . . no trick circuits . . . no neutralization of modulated power-amplifier stage required on any channel . . . only *one* easily adjusted modulated stage.

— Roomy, "walk-in" type construction . . . easy access to all parts through full-length front and rear doors . . . ease of handling and installation (each section only 25 by 36 by 80 inches).

— A revolutionary new tube used in both sound and picture power amplifiers—the RCA-8D21, a dual tetrode. Sets new records for stability, gain per stage, low grid current, linearity, and band width by employing advanced principles of screening, cooling, and electron optics.

— The separate, sideband filter used in RCA's high-level system (i.e., only last stage modulated) means more straightforward circuits; eliminates complicated adjustments; assures better picture quality.

— "Reflectometers" incorporated in both the aural and visual output circuits. Basically, these are uni-directional vacuum-tube voltmeters which provide an instantaneous check of the standing-wave ratio on the transmission line and peak power output; also used as safety devices to protect transmission line from power arcs caused by lightning, etc.

— Manual or automatic sequence starting. In automatic position, a three-shot recycling sequence returns transmitter to the air three times in case of momentary overload.

— A special "hold-in" circuit. Provides *instantaneous* return to air after momentary power-line failure.

— Console provides four-position, push-button monitoring of visual signal—transmitter input, modulator output, sideband-filter output, and "off the air." (Third or fourth position measures percentage modulation of visual carrier.)

Outstanding features like these—of benefit to the station engineer, manager, owner, and audience—have been built into all the new items in RCA's complete television line. Deliveries on existing orders from 20 top broadcasters have already begun on such items as portable field equipment, synchronizing generators, and monoscope cameras. *Initial* shipments of transmitters and other equipment will be made this fall.

• • •

An early indication from *you* of your television plans will help us meet your delivery requirements. Write or call: Engineering Products Department, Radio Corporation of America, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

MOTION PICTURES Can Give You TELEVISION Market CONTROL!

New television stations are springing up all over the map.

But *only film* can develop new television markets for you... instantly... effectively... economically.

Only Film makes possible selective marketing, *without* costly individual programs—expensive rehearsals—telephone line charges—time zone differentials.

Only Film can guarantee repeat performances of uniform quality—identical selling messages.

Only Film will assure you perfect lighting—absolute focus—flawless dialogue.

In TELEVISION...
...FILM removes the question mark.

Now available for sponsorship... exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film — The Backbone of Television Programming."

RKO TELEVISION CORPORATION

Dept. BC-15, 1270 Avenue of the Americas, N. Y. 20, N. Y.

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West Lags in Filing for FM Stations, FCC Analysis Reveals

A TOTAL of 38% of U. S. cities with licensed AM stations on Jan. 1, 1946, were not represented a year later in FM applications filed with or approved by the FCC.

This was revealed in a Commission analysis showing no FM applications as of the first of this year from 208 of the 553 cities which had one or more AM stations on Jan. 1, 1946. Conversely 345, or 62%, were represented in the FM rolls.

"As would be expected," the Commission reported, more than half (53.6%) of the AM cities without FM applications "are located in the West Central, Mountain, and Pacific regions."

The computations did not take into account the large number of AM grants issued in 1946, "which created a large number of new AM cities." But, the Commission added, "the effect of such inclusion would increase the number of AM cities from which no FM applications have been received since relatively few FM applications were filed by the 1946 AM grantees."

West Central states "in which proportionately few AM cities have provided FM applicants" were listed as North and South Dakota, Nebraska, Kansas, Arkansas, and Oklahoma. In these six there were 57 AM cities, whereas FM applications have been received from 19, or one out of three.

In the Mountain region, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah had 44 AM cities. "FM applications have been received from only eight of them, or less than one out of five," FCC reported.

In the Pacific region, Washington and Oregon had 29 AM cities. Nine of these, or one out of three, are represented in FM applications on file as of Jan. 1, 1947.

"In the other regions of the country where the overall proportion of AM cities providing FM applicants is much higher," FCC said, "certain states are quite low, as follows: Maine, 2 out of 5 AM cities; New Hampshire, 2 out of 4; Vermont, 1 out of 4; Alabama, 6 out of 14; and Mississippi, 4 out of 13."

The analysis was released Jan. 11, along with a report on the status of pending FM applications and a study of construction permits and conditional grants already issued [BROADCASTING, Jan. 13]. Findings are reflected in the following tables, prepared as of Jan. 1, 1947.

Table No. 1 analyzes grants to show the division between AM and non-AM and newspaper and non-newspaper interests. Table No. 2 makes a similar breakdown of applications. Table No. 3 shows the business interests of applicants and grantees who are not in the AM field and the number of applications filed by or grants issued to each group.

TABLE NO. 1
Total FM Construction Permits and Conditional Grants

Holders of Construction permits and conditional grants	Number issued	Percent
In the AM field	446	74.0
with newspaper interest	143	23.7
without newspaper interests	303	50.3
Not in the AM field [1]	157	26.0
with newspaper interests	76	12.6
without newspaper interests	81	13.4
Total —	603	100.0
Total with newspaper interests	219	36.3
Total without newspaper interests	384	63.7
	603	100.0

[1] See Table No. 3 for other business interests of this group.

TABLE NO. 2
Total FM Applications

FM applicants	No. of applications	Percent
In the AM field	628	69.7
with newspaper interests	198	22.0
without newspaper interests	430	47.7
Not in the AM field [1]	273	30.3
with newspaper interests	100	11.1
without newspaper interests	173	19.2
Total —	901	100.0
Total with newspaper interests	298	33.1
Total without newspaper interests	603	66.9
	901	100.0

[1] See Table No. 3 for other business interests of this group.

TABLE NO. 3
Business Interests of FM Applicants and Grantees Who Are Not in the AM Field

Nature of applicant	Applications	Grants and Permits
Newspaper	100	76
Professional (engineers, doctors, lawyers)	22	10
Labor unions	15	6
Manufacturing	15	5
Dealers and distributors	10	7
Educational and religious institutions	8	3
Real Estate	8	4
Non-commercial organizations (cooperatives)	7	2
Entertainment	4	1
Banking, finance, insurance	4	3
Transportation	4	1
Retail and department stores	3	1
Military service, veterans	3	2
Advertising	1	1
Diverse interests [1]	66	35
Not ascertainable	3	-0-
Total —	273	157

[1] No one person or type of business interest holds 50 percent or more of the stock.

LOOK AT THE *Western Electric* 25B CONSOLE

. . . from the operator's point of view

Look at those large mushroom type control knobs—made for finger-tip control and so easy to handle. Notice the flat type key handles, in two colors, with wide concave finger surfaces—and the easy-to-read volume indicators. See how all controls are functionally located for maximum ease in handling programs.

Designed by Bell Laboratories, the 25B handles AM and FM programs simultaneously—gives highest quality studio control. In the panel at right, you'll find more reasons why broadcasters go for this new Western Electric console.

For full information, see your local Graybar Broadcast Equipment Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Why broadcasters go for the 25B

Designed for both FM and AM broadcasting.

Frequency response ±1 db 50 to 15,000 cycles.

Harmonic distortion less than 1 percent at +8 dbm single frequency output.

Noise 70 db below peak signal.

Minimum of lost air time—duplicate equipment permits instantaneous switching from one amplifier channel to the other.

Maximum accessiblity to all equipment.

Complete equipment for 2-studio operation.

Seven channel mixer circuit can be used with four microphone inputs and three line level inputs simultaneously.

Operating controls arranged and coordinated for flexibility and convenience.

Compact—only 36″ high, 55 ¼″ wide, 28 ¼″ deep.

Wired for plug-in connection to wall boxes.

Simple and economical to install.

QUALITY COUNTS

142 FM Stations Operating in 33 States

53 Added to List Released Last November By FCC

A TOTAL of 142 FM stations in 33 states and the District of Columbia are now in operation, according to a list released by FCC last Tuesday.

The list exceeded by 53 the number reported in operation last November [BROADCASTING, Nov. 11], and was six greater than the 136 which FCC announced 10 days ago were on the air as of Dec. 31 [BROADCASTING, Jan. 13].

"Nearly all FM stations are employing interim equipment pending completion of full construction," the Commission said, "and in some instances operation may be interrupted due to equipment changes and construction."

Almost 50 of the 142 were licensed before the war and some of these are continuing temporarily to operate in the old FM band. In addition to the 142, FCC said, an FM program service is being furnished by a developmental station in Cleveland.

The FCC list of operating stations follows. In cases where the old FM band is still used, that frequency is shown in parentheses. Asterisks denote temporary frequency assignments. AM affiliation of the FM stations, if any, is shown in parentheses.

Call Letters	Location	Mega-cycles
	ALABAMA	
WAFM	Voice of Alabama (WAPI), Birmingham	94.3
	CALIFORNIA	
KRFM	J. E. Rodman (KFRE), Fresno	102.3
KHJ-FM	Don Lee B/c System (KHJ), Los Angeles	99.7
KRCC	Contra Costa B/c Co., Richmond	104.7
KPOR	B/c Corp. of America (KPRO), Riverside	102.1
KANY	McClatchy B/c Co. (KFBK), Sacramento	102.5
KFMB-FM	Jack Gross B/c Co. (KFMB), San Diego	100.5
KRON	Chronicle Pub. Co., San Francisco	96.1
KJBS-FM	KJBS Broadcasters (KJBS), San Francisco	98.5
KGDM-FM	E. F. Peffer (KGDM), Stockton	101.3
	CONNECTICUT	
WTIC-FM	Travelers B/c Service Corp. (WTIC), (45.3 mc), Hartford	*106.7
WDRC-FM	WDRC Inc. (WDRC), (46.5 mc), Hartford	*106.3
	DISTRICT OF COLUMBIA	
WASH	Commercial Radio Equipment Co.	98.9
WINX-FM	WINX B/c Co. (WINX), (43.2 mc)	92.9
	FLORIDA	
WQAM-FM	Miami B/c Co. (WQAM), Miami	95.5
WIOD-FM	Isle of Dreams B/c Corp. (WIOD), Miami	97.5
WKAT-FM	A. Frank Katzentine (WKAT), Miami Bch.	96.7
WWPG-FM	Palm Beach B/c Corp. (WWPG), Palm Bch.	97.9
WCOA-FM	Pensacola B/c Co. (WCOA), Pensacola	92.9
	GEORGIA	
WRBL-FM	Columbus B/c Co. (WRBL), Columbus	96.7
WGBA	Georgia-Alabama B/c Corp., Columbus	96.3
WBML-FM	Middle Georgia B/c Co. (WBML), Macon	102.3
WMAZ-FM	Southeastern B/c Co. (WMAZ), Macon	101.9
WSAV-FM	WSAV Inc. (WSAV), Savannah	98.9
WTOC-FM	Savannah B/c Co. (WTOC), Savannah	98.5
	IDAHO	
KIDO-FM	KIDO Inc. (KIDO), Boise	102.1
	ILLINOIS	
WBBM-FM	CBS Inc. (WBBM), Chicago	99.3
WDLM	Moody Bible Institute of Chicago (WMBI), Chicago	99.7
WGNB	WGN Inc. (WGN), (45.9 mc), Chicago	98.9
WEFM	Zenith Radio Corp. (45.1 mc), Chicago	98.5
WSOY-FM	Commodore B/c Inc. (WSOY), Decatur	98.7
WFJS	Freeport Journal-Standard Pub. Co., Freeport	102.1
WMIX	Mt. Vernon Rad. & Telev. Co., Mt. Vernon	103.7
	INDIANA	
WMLL	Evansville on the Air (WGBF), Evansville	94.7
WOWO-FM	Westinghouse Radio Stations (WOWO), (44.9 mc), Ft. Wayne	95.9
WABW	Associated Broadcasters (WBBW), (47.3 mc), Indianapolis	....
WSBF	South Bend Tribune (WSBT), South Bend	101.3
	IOWA	
KBUR-FM	Burlington B/c Co. (KBUR), Burlington	99.3
	KANSAS	
KTJS	Topeka State Journal, Topeka	102.9
WIBW-FM	Topeka B/c Assn. (WIBW), Topeka	102.5
	KENTUCKY	
WPAD-FM	Paducah B/c Co. (WPAD), Paducah	96.9
	LOUISIANA	
KPDR-FM	Central Louisiana B/c Corp. (KPDR), Alexandria	100.5
WBRL	Baton Rouge B/c Co. (WJBO), Baton Rouge	96.1
WRCM	Supreme B/c System (WJMR), New Orleans	95.3
WTPS-FM	Times Picayune Pub. Co. (WTPS), New Orleans	94.5
WWLH	Loyola U. (WWL), New Orleans	94.9
	MARYLAND	
WITH-FM	Maryland B/c Co. (WITH), Baltimore	102.5
	MASSACHUSETTS	
WBZ-FM	Westinghouse Radio Stations (WBZ), (46.7 mc), Boston	100.7
WMNE	Yankee Network (43.9 mc), Studio—Boston; Transmitter—Mt. Washington, N. H.	98.1
WGTR	Yankee Network (WNAC), (44.3 mc), Boston	103.1
WFMR	E. Anthony & Sons, New Bedford	97.3
WBZA-FM	Westinghouse Radio Stations (WBZA), (48.1 mc), Springfield	97.1
WTAG-FM	WTAG Inc. (WTAG), Worcester	102.7
	MICHIGAN	
WBCM-FM	Bay City B/c Co. (WBCM), Bay City	97.9
WLOU	Booth Radio Stations Inc. (WJLB), Detroit	96.5
WELL-FM	Federated Publications Inc. (WELL), Battle Creek	102.1
WENA	Evening News Assn. (WWJ), (44.5 mc), Detroit	96.9
	MINNESOTA	
WTCN-FM	Minnesota B/c Corp. (WTCN), Minneapolis	97.1
KROC-FM	Southern Minnesota B/c Co. (KROC), Rochester	94.7
KSTP-FM	KSTP Inc. (KSTP), St. Paul	102.1
	MISSOURI	
WMBH-FM	Joplin B/c Co. (WMBH), Joplin	102.3
KOZY	Commercial Rad. Equip. Co., Kansas City	99.9
KMBC-FM	Midland B/c Co. (KMBC), (46.5 mc), Kansas City	97.9
WIL-FM	Missouri B/c Corp. (WIL), St. Louis	92.1
KWK-FM	Thomas Patrick Inc. (KWK), St. Louis	95.3
	NEBRASKA	
KOAD	World Pub. Co. (KOWH), Omaha	92.5
	NEW JERSEY	
W2XMN (WFMN)	Edwin H. Armstrong (44.1 mc), Alpine	....
W2XEA (WFMN)	Edwin H. Armstrong, Alpine	*92.1
	NEW YORK	
WNBF-FM	Wylie B. Jones Adv. Agency (WNBF), (44.9 mc), Binghamton	96.3
WBEN-FM	WBEN Inc. (WBEN), Buffalo	92.1
WEBR-FM	WEBR Inc. (WEBR), Buffalo	92.5
WWHG	W. H. Greenhow Co., Hornell	99.9
WHCU-FM	Cornell U. (WHCU), Ithaca	101.3
WNYC-FM	City of New York (WNYC), New York	95.3
WCBS-FM	CBS Inc. (WCBS), New York	96.9
WGHF	W. G. H. Finch, New York	99.7
WQXQ	Interstate B/c Co. (WQXR), (45.9 mc), New York	97.7
WMGM	Marcus Loew Booking Agency (WHN), New York	99.3
WABF	Metropolitan Television Inc. (47.5 mc), New York	98.5
WGYN	Muzak Radio B/c Station Inc., New York	96.1
WNBC-FM	NBC Inc. (WNBC), New York	97.3
WHFM	Stromberg-Carlson Co. (WHAM), (45.1 mc), Rochester	98.9
WHEF	WHEC Inc. (WHEC), (44.7 mc), Rochester	96.9
WRUN	Rome Sentinel Co., Rome	98.3
WBCA	Capitol B/c Co. (44.7 mc), Schenectady	....
WGFM	General Electric Co. (WGY), (48.5 mc), Schenectady	100.7
WSYR-FM	Central New York B/c Corp. (WSYR), Syracuse	93.5
WTRI	Troy B/c Co. (WTRY), Troy	102.3
WIBX-FM	WIBX Inc. (WIBX), Utica	97.9
WHLD-FM	Niagara Falls Gazette Pub. Co. (WHLD), Niagara Falls	95.7
	NORTH CAROLINA	
WBBB-FM	Alamance B/c Co. (WBBB), Burlington	101.3
WGBR-FM	Eastern Carolina B/c Co. (WGBR), Goldsboro	99.7
WMFR-FM	Radio Station WMFR (WMFR), High Point	97.7
WRAL-FM	Capitol B/c Co. (WRAL), Raleigh	95.3
WMIT	Gordon Gray (WSJS), (44.1 mc), Winston-Salem	97.3
	OHIO	
WLWA	Crosley B/c Corp. (WLW), Cincinnati	98.1
WELD	RadiOhio Inc. (WBNS), (44.5 mc), Columbus	94.5
WFOB	Laurence W. Harry, Fostoria	105.1
WFRO	Robert F. Wolfe Co., Fremont	104.7
WTOD-FM	Unity Corp. (WTOD), Toledo	97.7
WRRN-FM	Nied & Stevens (WRRN), Warren	104.3
WCMW-FM	Stark B/c Corp. (WCMW), Canton	96.3
	OKLAHOMA	
KMUS	Muskogee B/c Co., Muskogee	92.1
KTOK-FM	KTOK Inc. (KTOK), Oklahoma City	100.5
KOCY-FM	Plaza Court B/c Co. (KOCY), Oklahoma City	98.5
WKY-FM	WKY Radiophone Co. (WKY), Oklahoma City	98.9
	OREGON	
KGW-FM	Oregonian Pub. Co. (KGW), Portland	95.3
KPRA	Pacific Radio Adv. Service, Portland	95.7
KPFM	Broadcasters Oregon Ltd., Portland	94.9
	PENNSYLVANIA	
WHP-FM	WHP Inc. (WHP), Harrisburg	97.3
WPEN-FM	Wm. Penn B/c Co. (WPEN), Philadelphia	99.5
WIP-FM	Pennsylvania B/c Co. (WIP), Philadelphia	97.5
WCAU-FM	WCAU B/c Co. (WCAU), Philadelphia	102.7
KYW-FM	Westinghouse Radio Stations (KYW), (45.7 mc), Philadelphia	100.3
WFIL-FM	Triangle Publications (WFIL), (45.3 mc), Philadelphia	99.9
KDKA-FM	Westinghouse Radio Stations (KDKA), (47.5 mc), Pittsburgh	92.9
WEAX	Peoples B/c Co. (WLAN), Lancaster	92.3
WMOT	WWSW Inc. (WWSW), Pittsburgh	94.5
WIZZ	Scranton-Wilkes-Barre-Pittston B/c Co., Wilkes-Barre	103.3
WGAL-FM	WGAL Inc. (WGAL), Lancaster	92.7
	SOUTH CAROLINA	
WSPA-FM	Spartanburg Adv. Co. (WSPA), Spartanburg	92.1
	TENNESSEE	
WTJS-FM	Sun Pub. Co. (WTJS), Jackson	95.1
WROL-FM	S. E. Adcock (WROL), Knoxville	93.1
WAPO-FM	Ramon G. Patterson, et al, d/b as WAPO B/c System (WAPO), Chattanooga	97.9
	TEXAS	
KERA	A. H. Belo Corp. (WFAA), Dallas	94.3
KOPY	Texas Star B/c Co. (KTHT), Houston	98.5
KPRC-FM	Houston Printing Corp. (KPRC), Houston	99.7
KISS	Walmac Co. (KMAC), San Antonio	100.1
KYFM	Express Pub. Co., San Antonio	101.5
WOAI-FM	Southland Industries (WOAI), San Antonio	102.3
KCMC-FM	KCMC Inc. (KCMC), Texarkana	92.5
KTRN	Times Pub. Co. of Wichita Falls, Wichita Falls	97.7
	UTAH	
KSL-FM	Radio Service Corp. of Utah (KSL), Salt Lake City	100.1
	VIRGINIA	
WSVA-FM	Shenandoah Valley B/c Corp. (WSVA), Harrisonburg	94.3
WCOD	Havens & Martin Inc. (WMBG), Richmond	92.5
WSAP-FM	Portsmouth Radio Corp. (WSAP), Portsmouth	94.7
WINC-FM	Richard Field Lewis Jr. (WINC), Winchester	96.3
	WEST VIRGINIA	
WCFC	Beckley Newspapers Corp., Beckley	101.1
WJLS-FM	Joe L. Smith Jr. (WJLS), Beckley	100.7
	WISCONSIN	
WTMJ-FM	Journal Co. (WTMJ), (45.5 mc), Milwaukee	92.3
WDUL	Head of the Lakes B/c Co. (WEBC), Superior	92.3
	WYOMING	
KFBA	Frontier B/c Co. (KFBC), Cheyenne	95.7

Wants a Wife

DURING the eight years it has been on the air WPIC Sharon, Pa., has followed the practice of radio stations from coast to coast in frequently offering its facilities without charge for worthy causes. But last week an earnest young Ohio farmer had the WPIC management and staff stumped. He wanted the station to send him a wife—one meeting these qualifications:

"Pretty, preferably a brunette, 17 to 25 years old, 5 to 5½ feet tall, neither too fat nor too slim (enclosed was a photograph of Ann Rutherford of the movies as a sample of what would be the 'right size'), must never have been married before. All she needs to bring are her clothes and her sugar book."

WPIC is to make delivery by April 1, presumably so the young lady's arrival will not interfere with spring plowing. As inducements the young farmer offered the following:

"Age 29, in good health, not hard to please, lives on a main highway, have electric lights in house and lots of roses in yard, own a Victrola with 200 records."

WHICH STATION WAS FIRST TO BE HEARD IN EVERY STATE OF THE UNION, IN CANADA, MEXICO AND ON SHIPS BOTH IN THE ATLANTIC AND PACIFIC OCEANS ?*
THE SAME STATION WHICH WILL BE FIRST ON THE AIR IN ST. LOUIS WITH TELEVISION – KSD **
AMADEE

*Page 50, "The First Quarter-Century of American Broadcasting."
**KSD-TV is scheduled to begin operations in April, 1947.

KSD NBC AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

IT WAS GOOD BUSINESS TI

Quite a few years ago we put down a number of ideas that seemed to us essential for good station representation. These we published at the time and are reproducing in the copy below and on the opposite page.

Now, as we start our fifteenth year, we realize how these principles of good business have evolved into our consistent guiding policy.

"A national representative should:

1. *Value above all else the respect and confidence of recognized, progressive advertising agencies.*
2. *Give prompt and dependable information to be worthy of this respect and confidence.*
3. *Sell effectively without exaggeration or high pressure.*
4. *Employ only men with experience of ten or more successful years in selling national advertising.*
5. *Have enough resources, offices and men to sell radio time effectively to national advertisers throughout the country, and obtain first information about new radio prospects.*
6. *Direct its entire energy to selling radio time, and not be dominated by the demands of competing media.*

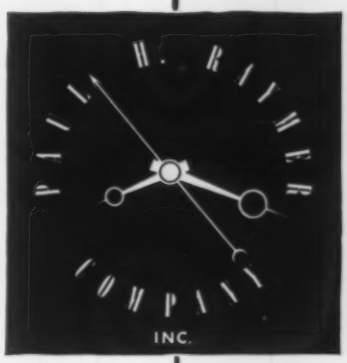
THEN—IT IS GOOD TODAY

7. *Report to stations not only on business they will get, but in advance on orders that are slated for a competitor.*

8. *Sell each station individually as a unit, not just as part of a list.*

9. *Hold consistently to the same policies, without re-organization, refinancing or frequent change of men, over a period of years.*

10. *Have firmly established a proven record of success.*



We consider that our obligation to our stations is a many-sided one requiring more than just the selling of time. It involves a willingness on our part to accept responsibilities, to offer constructive suggestions in the matter of national sales policies, and in general to consider ourselves as added to each station's organization rather than the station as 'added to our list.' We believe that these characteristics make for representation in the fullest sense of the word . . . representation that gets a maximum of results for the important stations with which we are associated."

PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

The Problem Is Clear

ADVERTISING agency executives, by majority vote (51%), feel that there is too much commercialism in American radio. Thus they cast their ballot with listeners generally, one third of whom believe commercial practices in radio could be improved. [The People Look at Radio, BROADCASTING, Oct. 14, 1946.]

The executives of agencies expressed their opinion in replying to a Broadcasting Trends poll conducted by Audience Surveys Inc. and reported in this issue.

Agency executives also place considerable responsibility for commercial excesses on broadcast station management and owners—as well as on advertisers.

Station operators will find much profit in studying closely the results of this poll. We're sure that even the Government critics of radio would agree that station owners do not condone practices which will alienate agency executives, who are responsible for placing business on stations, or listeners, who buy the advertised products.

Worth particular attention are the free answers given by agency people when they were asked what was wrong with commercials. Note that many of them stressed quality of commercial over its quantity or length as a factor militating against good commercial practice. They believe preponderantly, in the case of network shows, that commercials should be integrated more expertly with the production. And in considering national spot advertising, they seek elimination of "crude and objectionable commercials." They make a special issue of repetition in commercials.

In this survey, agency executives expressed the belief that station operators should exercise a more strict control over commercials. Earlier, in a station manager's poll, Broadcasting Trends learned that the operators felt too much of their control had been wrested from them—principally by agencies and advertisers.

This seems to state the problem clearly. The operators want control returned to them; and the agencies want exactly the same thing.

It could be deduced from this, therefore, that any lag in improvement of the situation can hereafter be placed on the operators. They want control; the agencies want them to have it. They should take it.

Of course, there's one obstacle: Old man sponsor. He still rates pretty high both with agency and station people as the goblin in the plot. Perhaps the answer is joint management-agency action to instruct the sponsor more effectively in the proper use of the medium. This doesn't apply to all advertisers—actually, it applies least of all to the largest of them who supply a bulk of the national revenue, because these have been employing radio long enough to have discarded outworn commercial practices. But it probably does apply to the newcomers, and particularly to many of those employing national spot.

The search, at all events, should be for self-improvement, for that is the more certain avenue to escape from the meddling of the marginal moguls who would like to assume the job of "reforming" radio.

Self-improvement, it becomes more evident daily, must come through strengthening of program operations down the line—with heavy emphasis on continuity acceptance.

Monopoly Warning

THE FOLLOWING is quoted directly from a pamphlet entitled "Communist Infiltration in the United States—Its Nature and How to Combat It," issued by the Chamber of Commerce of the United States.

> One of the most interesting attempts in totalitarian control of thought is the plan issued in July, 1946, for an American Authors' Authority. The Authority is to be a marketing monopoly which will copyright and lease to users all writings by American authors. It is begun with scripts for screen and radio and articles for magazines. By controlling this lucrative field it will be the exclusive agent for America's most successful writers. This in turn will furnish a club to force all publishers and other users to employ only Authority material. The alternative will be the denial of manuscripts by the writers under the Authority's control. The grip on the publishers will then force recalcitrant authors into the Authority and the related guilds.
>
> It is obvious that these techniques are similar to those used successfully by Petrillo in forcing musicians to join his union and compelling radio and recording groups to follow his rule. The language and methods outlined when the plan was proposed leave no other interpretation. Significantly, this proposal appeared in the "Screen Writer," edited by Dalton Trumbo, who writes for several Communist publications. It was overwhelmingly accepted by the Communist-dominated Screen Writers Guild and Radio Writers Guild. It is currently being considered by the Authors League.
>
> In reaction, over a hundred of America's most prominent authors have been compelled to divert their talents and energies by forming an American Writers' Assn. to oppose thought control for the United States. Whether or not the Authority succeeds in its announced aims, it furnishes a graphic illustration of Communist objectives. If it succeeds in its original form, Communists and their sympathizers will literally be able to dictate to every publication agency for influencing public opinion.

The philosophy upon which the proposed American Authors' Authority is based is one which is closely interwoven with the Communist creed of regimented thinking. Any such philosophy is diametrically opposed to the precepts upon which a democratic form of government is founded. Any such philosophy has no place in a free nation, and its acceptance can be interpreted only as surrender to forces which would destroy liberty as we know it.

Broadcasters should employ their full capacities in resisting this organization and any others of its definition which might enter into the radio field.

The people are the only censors of their governors; and even their errors will tend to keep these to the true principles of their institutions. To punish these errors too severely would be to suppress the only safeguard of the public liberty.

—Thomas Jefferson (1787)

Sound Planning

YOU KNOW, if your maid does the shopping every day, and you complain about the second grade vegetables she brings from market, the censure might more properly be placed on you.

Perhaps your grocer has higher class merchandise on his shelves, but you'll never know unless you pay a visit to the store.

This analogy—as distasteful as it will be to Cliff Durr—might certainly apply to radio. Perhaps that "upper 12 percent" of our population who have profited from "higher education or its equivalent experience" has not searched assiduously for programs in radio which will satisfy its more critical demands.

That's why the NAB's new plan, as outlined generally by Justin Miller and A. D. (Jess) Willard, to reach those in this special category in an expanded public relations program, appears to be sound. It merits the careful consideration of all broadcasters.

Our Respects To—

THEODORE PENNINGTON JARDINE

IN EVERY generation there are boys who seem to be stamped from the mould first patterned by Horatio Alger. They usually come from poor but respectable families and their climb up the ladder of success is, as Horatio aptly put it, "Slow But Sure." In 1901, the year of Theodore (Ted) Pennington Jardine's birth, the Alger boys were more numerous than today, but few were indigenous to Bridgeport, Conn., his birthplace.

Consequently, young Jardine didn't follow the Alger boy career until his family moved to Chicago in 1907. By the time he had finished elementary school, he was ready to begin his career in the business world. His first job was messenger boy on skates for Western Union. Unlike the familiar WU messenger (this was before the late war, when they were still under 65) he worked in the main office, delivering messages on rollers. To this day, the sight of a pair of skates makes him slightly ill.

During his spare time, the youth's favorite hang-out was the telegraph room, where he looked on the tobacco chewing operators with typical hero worship of a 12-year-old. His greatest ambition was to become one of this romantic fraternity and he even went so far as to learn Morse code and apply for a job. Unfortunately, his mother put her foot down when a physical examination revealed it would be necessary for her son to have his tonsils removed (he doesn't yet know what tonsils had to do with telegraphy).

Mrs. Jardine found her son his next job by the simple expedient of looking in the classified ads. The job was errand boy for J. Walter Thompson Co., advertising agency. This was in 1917 and he has been on the JWT payroll ever since.

Today, as an account executive and vice president in the agency's Chicago office, Mr. Jardine not only handles three of its biggest accounts (Swift, Libby McNeill & Libby, Bowman Dairy) but in point of service, is one of its three oldest employes. This honor he shares with George Pearson, head of space, and with the manager's secretary. For a man who will be observing his 30th year with the Thompson agency next April, Mr. Jardine looks far younger than his 45 years should allow.

Returning, momentarily, to his WU days, Mr. Jardine credits his speed on skates with helping him when his big chance came along. That was the day when he made as much in 30 minutes as he did in a week ($10) by break-

(*Continued on page 48*)

PROMISE for the FUTURE...

The Pacific Northwest... Oregon, Washington... is America's most promising new industrial empire.

Those who are a part of the Pacific Northwest work unceasingly in the development of that promising future. Among these is...

KOIN

PORTLAND, OREGON

A *Marshall Field* STATION

AVERY-KNODEL, Inc., National Representative

Respects

(*Continued from page 46*)

ing all world's records for the mile to deliver a letter for the late C. E. Raymond to the Broadway Limited. He had less than five minutes to get the letter aboard the train and he made it just as the train was pulling out of the station. The $10 bonus he got brought him to the attention of Mr. Raymond and helped compensate for the insults from a score or more of innocent passersby knocked down during his dash to the station.

Mr. Jardine's first promotion at JWT was from errand boy to office boy. His interest in learning the many phases of advertising led shortly to an assignment to the mechanical department. There he observed the trade secrets of copy, composition, and printing for all media that then and now were responsible for much of JWT's success and eventual leadership in the agency business.

By 1925 Mr. Jardine had advanced to the point where he was considered one of the agency's bright young men, fully capable of an executive position. Accordingly he was transferred to the San Francisco office in charge of production.

He set up the agency's traffic department, and in his spare time handled publicity, radio, research and client contacts. Some of his accounts there were Sun-Maid Raisins, L. W. Strauss investment brokerage, and Langendorf Bread.

Mr. Jardine's first experience in radio was in 1927 when he convinced Langendorf that Rush Hughes would be a good radio buy. Eventually he began to spend more and more time on client contact, until in 1930 he was asigned to that department exclusively. His accounts included Langendorf, Kraft-Phoenix and Swift. His planning on the Swift account eventually led him to be transferred back to Chicago in 1934 as chief account executive.

In that capacity he supervised advertising campaigns for many of Swift's subsidiaries, including Jewel shortening and All-Sweet margarine. In 1940 he was given the Libby, McNeill & Libby, and Bowman Dairy accounts. While exact figures are confidential, Swift & Co. spends considerably more than $1,500,000 for radio (principally, the ABC *Breakfast Club*) and Libby McNeill & Libby may also be in the neighborhood of $1,500,000, a very fine neighborhood indeed. The Bowman account spends approximately 40% or in excess of $100,000 for its sponsorship of the *Musical Milkwagon* on WMAQ Chicago. The figures are, obviously, not Mr. Jardine's.

At the present time, Mr. Jardine also services the Elgin Watch Company, but its radio ventures are confined to mammoth Hollywood variety shows at Christmas and an experimental campaign on the local television station WBKB.

Mr. Jardine married the former Mary Eleanor Hassler and they have two children, both juniors. Their son, Ted Jr. is 18 and wants to be a rancher. Their daughter, Mary Eleanor, aged 12, just wants to graduate. Mr. Jardine's current hobbies are swimming and golf. At one time he collected coins, but gave it up in favor of larger denominations. Last July, the long career with J. Walter Thompson was rewarded with a vice presidency and the Horatio Alger story he began in 1917 added another chapter. The Jardines live in Highland Park where he is content to spend most of his evenings in an easy chair. No joiner, his only membership is in the Exmoor Country Club.

KWBW

★

"Power-Full" Programs Listened to by 456,151 People who own 116,848 Radios in Central Kansas

★

First with Local and World News

★

NBC Affiliate

KWBW

HUTCHINSON, KANSAS

Write or Wire

WILLIAM WYSE

For Availabilities

Sanforized Budget

MORE THAN $1,000,000 will be spent on advertising of the "Sanforized" label during 1947, it was stated last week by Robert M. Dowling, advertising director of the Sanforized division of Cluett Peabody & Co. Newspapers will be used for first time in addition to increased leading magazine schedule and continuation of the Nancy Dixon programs in Boston, Pittsburgh, Cleveland, St. Louis and Los Angeles.

FRANCES FARMER WILDER CBS consultant on daytime programs, told the Midwest Inter-City Conference of women's advertising clubs Jan. 11 at St. Louis that there is need for more research work in connection with radio commercials.

U. S. Chamber Expands Radio Department Work

USE of the broadcast medium by the U. S. Chamber of Commerce is being expanded under direction of Albert C. Leitch, C of C radio director, with participation in three network series and plans being drawn for a transcribed program to be placed locally.

The C of C will take over the NBC *America United* series, Sunday 1-1:30 p. m., for the month of February. The program is a forum in which national organizations and persons prominent in public life participate. Starting April 5 the C of C will produce the ABC *Voice of Business* series, Sat. 7-7:15 p. m., on which it alternates for 13-week periods with the National Assn. of Manufacturers. C of C will change its formula to dramatize constructive achievements by business and management, with less talk and more drama. The chamber takes part in the new *Cross Section U. S. A.* program on CBS, Sun., 1-1:30 p. m.

COMMERCIAL

KIRBY E. TORRANCE has been named commercial manager of KEVR Seattle. He succeeds **ARTHUR MOORE**, resigned. Mr. Torrance has been with KEVR since December 1944 as salesman and promotion manager.

KEITH STONE BYERLY, former Charlotte, N. C., manager of Hugh A. Deadwyler Adv. and Navy veteran, has joined WBT Charlotte as sales manager for Carolinas. Mr. Byerly also was previously with Charlotte Observer and Nachman-Rhodes Adv. in sales and advertising work.

JOHN CHARLES AVIOTTI has joined Melchor Guzman Co., New York, as time salesman.

FREMANTLE OVERSEAS RADIO, New York, last week announced addition to the Italian Network of Radio Ancona and Radio Messina, and the increase in power of Radio Firenze (Florence) to 100 kw.

TRACY MOORE, continuing to represent Pacific Northwest Broadcasters (KXLY KXL KXLF KXLJ KXLQ KXLE KXLK KXLL), has expanded his operation to include other stations and has changed firm name to Tracy Moore & Assoc., with offices in Hollywood and San Francisco.

MELCHOR GUZMAN Co. has been appointed exclusive representative in the United States and Canada for 80 stations of Brazil. Firm also has been named to represent Radio Metro (CB68) of Vina del Mar, Chile, Radiodifusora Occidental (YV3RS-YV3RD), and Radio Barquisimeto (YV3RN-YV3RE), both of Barquisimeto, Venezuela.

BLANCHE ADISON, new to radio, has joined ABC Hollywood controller's office.

JOSEPH B. KIRBY, recently separated from Navy and member of sales staff at WJOL Joliet, Ill., has been promoted to sales manager.

FHONTELLE WOOD, head of traffic at KOIL Omaha for 13 years, has resigned. **CORINNE SEDLACEK**, former assistant in traffic department, succeeds Mrs. Wood as traffic head.

MARC LEGAULT, formerly of CKAC Montreal, commercial department, has joined sales staff of Joseph A. Hardy & Co., Montreal.

GUY BOLAM, former head of radio for J. Walter Thompson Co., London, has established New York headquarters at 175 Fifth Ave., to service Radio Luxembourg in the joint interests of the station's French and British agents and prospective sponsors.

TAYLOR-HOWE-SNOWDEN Radio Sales has moved New York office to 500 Fifth Ave.

Title Change

TITLE of the program sponsored by Charles E. Hires Co., and currently heard on ABC as "Sunday Party" will change when it moves over to CBS Jan. 26 to "Hire's to Ya." Show which features Louise Carlyle, Phil Hanna, Phil Davis and his orchestra, will retain same format. Agency is N. W. Ayer & Son, New York.

FOR GREATER COVERAGE AT LESS COST PER CAPITA IN PENNSYLVANIA'S RICH ANTHRACITE REGION

1000 W **WHWL** 730 KC

IS A MUST!

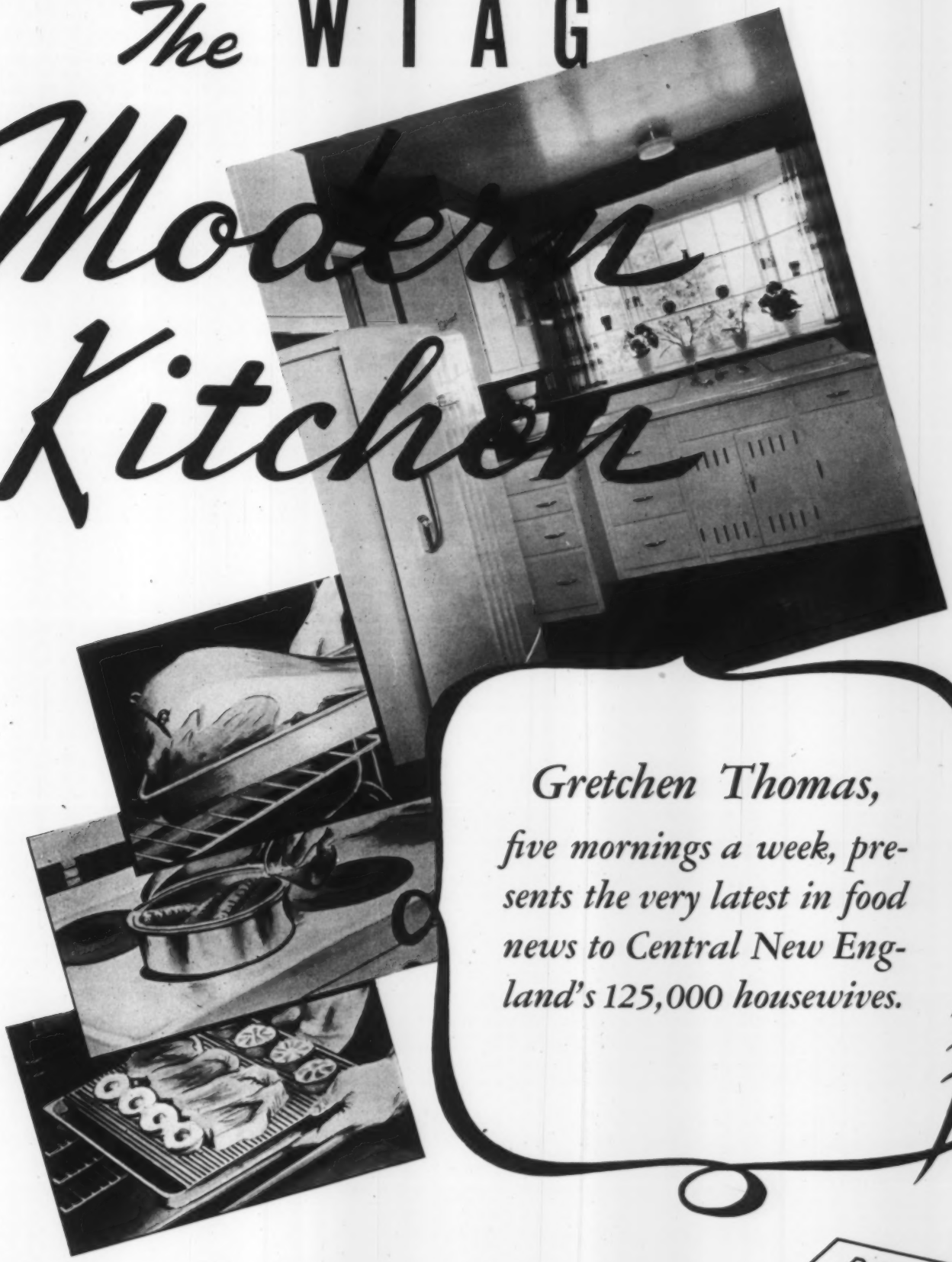
"ANTHRACITE'S GREATEST DAYTIME COVERAGE"

NANTICOKE, PA.

FORJOE & COMPANY
National Representatives

EXPECTED ON THE AIR SOON!

The WTAG Modern Kitchen



Gretchen Thomas,

five mornings a week, presents the very latest in food news to Central New England's 125,000 housewives.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

NO. 7 OF A SERIES

Otis Q. Bookworm

Naturally a fellow can't spend all his time sopping up Greek and Sanskrit. So Otis Q. Bookworm spends some time out of his well-ordered life listening to WTCN. Naturally nothing as frivolous and frothy as "Music and Marv" on platters would interest Otis, but he finds Der Bingle's "jargon academically interesting, and his voice pleasantly relaxing." Otis listened to the political candidates, too.
Besides all us normal people, lots of odd ducks like

The DOUBLE-DUTY STATION

WTCN MINNEAPOLIS WTCN ST. PAUL

NOW—WTCN-FM!

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

MANAGEMENT

GORDON GRAY, president of Piedmont Pub. Co., licensee of WSJS and WMIT (FM) Winston-Salem, N. C., has been elected president of the Winston-Salem Chamber of Commerce for 1947. Mr. Gray was elected to the North Carolina State Senate last fall and has been elected to the Senate Finance Committee. **HAROLD ESSEX,** vice president of Piedmont Publishing and managing director of WSJS, has been elected to the board of directors of the Winston-Salem C of C for a term of three years.

JOHN J. LOUIS, vice president in charge of radio of Needham, Louis & Brorby, Chicago, and owner of KTAR KVOA KYCA KYVM, is in Phoenix conferring with **RICHARD O. LEWIS,** president and general manager of KTAR that city and Arizona Broadcasting System. Mr. Louis proceeds to Hollywood.

WILLIAM H. REUMAN, president of WWRL Woodside, L. I., N. Y., has been named to the public relations committee of the National Foundation for Infantile Paralysis and will aid in the March of Dimes fund raising appeal.

ADRIAN SAMISH, ABC New York vice president in charge of programs and television, is in Hollywood conferring with network officials.

JOHN PATTISON WILLIAMS, executive vice president and general manager of WING Dayton and WIZE Springfield, Ohio, and president of Transcription Sales, Springfield, Jan. 28 is to address the newly organized radio advertising class of Ohio State U. He will speak on "Simplified Spelling of 'Success' Is: S-A-L-E-S," which will cover the local station's problems.

O. B. HANSON, NBC vice president and chief engineer, has been appointed to the board of directors of the Army Signal Assn., New York chapter. Membership of the association is made up of Americans interested professionally in communications, electronics, motion pictures or photographic work.

LESTER S. GOULD, manager of WJNC Jacksonville, N. C., has been appointed head of the Jacksonville March of Dimes drive.

DOYLE OSMAN, former account executive of KWKW Pasadena, has been named manager of KXO El Centro, Calif. During the war he served with Maritime Service, being separated as commander. Mr. Osman entered radio in 1938 as account executive of KMPC Hollywood, remaining there until entering service.

Mr. Osman

ROBERT L. BOWLES, general manager of WJOL Joliet, Ill., and his wife, the former **MARCIA MITCHELL,** onetime head of station's continuity department, are the parents of a boy.

FREDERIC HAYWARD, manager of KWSC Pullman, Wash., has been elected to constitution and nomination committee of the 250-family Washington State College housing development in that city.

HARRY PECK, manager of KFOR Lincoln, Neb., Jan. 20 is to begin two week eastern business trip accompanied by **FORREST H. BLAIR,** national sales manager of KOIL Omaha. They will stop at New York, Buffalo, Detroit and Chicago.

FRED A. LYNDS, manager of CKCW Moncton, N. B., has acquired control of Moncton Broadcasting Co., station licensee, and will continue as manager of the station.

H. B. BURGOYNE, part owner of CKTB St. Catherines, is chairman of the Ontario provincial committee of the Canadian Aid to China campaign.

GAYLE V. GRUBB, manager of KGO San Francisco, has been appointed chairman of the radio division of the March of Dimes campaign for northern California.

PHILIP J. SHARKEY, treasurer of WCAU Philadelphia, has resigned effective Jan. 31.

ISAAC D. LEVY, chairman of the board of directors of WCAU Philadelphia, has been appointed general chairman of the 1947 Fight Against Paralysis campaign in Philadelphia.

ALLIED ARTS

DR. I. KEITH TYLER, head of radio education at Ohio State U. and director of the university's annual Institute for Education by Radio, is to leave for Germany late this month as a member of War Dept. education mission to help draft an instruction-materials program for German schools. Doctor Tyler, who is president of national Assn. for Education by Radio, was asked to join mission as expert advising U. S. Military Government on educational matters in the conquered country. Program utilizing textbooks, radio, visual aids and other educational materials will be outlined by group.

J. C. MYERS, San Francisco publicity firm, has opened offices at 420 Market St. Telephone: Garfield 6812.

MAL BOYD & Assoc., radio-motion picture relations firm, has opened Hollywood offices at 1680 Vine St. Telephone: Hillside 1310.

ERMAN PESSIS has purchased interest of **ED ETTINGER** in Pessis & Ettinger, Hollywood publicity-public relations firm, and continues as Erman Pessis & Assoc.

MARK SCHRECK, general professional manager of Southern Music Co., New York, is in Hollywood conferring with **NAT WINECOFF,** head of organization's West Coast operations.

RICHARD MANVILLE, consultant on advertising and research, has resigned as consultant to Alvin M. Goldberg Market Research, Buffalo, N. Y., specifically on studies testing radio commercial effectiveness.

MARFREE ADV. Corp., New York, last week announced its pictorial display service has been subscribed to by more than 125 stations. Displays compose electric signs with background of Radio City, New York, and each station's call letters, frequency and network affiliation illuminated. Service is headed by **HARRY A. FRIEDENBERG.**

EDGAR J. SHERMAN, former director of regional offices for National Assn. of Manufacturers, Jan. 16 became director of development and assistant managing director of Brand Names Foundation. In new capacity he will direct foundation's development program and also will have charge of internal organization and finances.

IMPORTED SHOWS
British Package Firm Sends Programs to U. S.

TOWERS of London Ltd., British radio consulting and package firm, has contracted with Oliver W. Nicoll, of Radio Features of America, to handle and distribute its radio shows in America. Harry Alan Towers is packaging firm producer.

Mr. Nicoll

First of the programs brought to this country will be *Secrets of Scotland Yard,* starring stage and screen actor, Clive Brook. Program will present outstanding crime stories gathered from the actual files of Scotland Yard. Scripts are to be edited in U. S., then recorded in London.

FCC REJECTS WNAC FREQUENCY REQUEST

WNAC Boston's bid for 50 kw full-time use of WOAI San Antonio's 1200 kc clear channel [BROADCASTING, Jan. 6] was rejected last week by FCC.

The Commission reported Tuesday that it had returned the WNAC application for operation on the frequency because it proposed a "violation of Rule 3.25(a) and 3.25(b)." It was those rules, which designate frequencies to which various types of stations may be assigned, that WNAC sought to have amended.

Pending outcome of the clear channel proceeding, officials noted, FCC has consistently refused to consider applications which propose violations of clear channel rules.

The WNAC request, filed by the Washington law firm of Pierson & Ball, who contended there would be "no infringement of the service area of WOAI," asked permission to move from 1260 kc with 5 kw to 1200 kc with 50 kw, directionalized at night.

SERVICE

Twenty years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

In Production!

G. E.'s NEW 5-KW TELEVISION TRANSMITTER

COMPLETELY self-contained, General Electric's new 5-kw television transmitter combines every modern improvement for producing the finest pictures and sound that money can buy. Built-in sweep oscillators and crystal monitors make circuit adjustments easy for any operator. Plate modulation assures maximum modulation linearity. Elimination of vestigial side-band filter increases power-amplifier efficiency. New type power-amplifier triodes in push-pull, grounded grid circuit do away with neutralization and grid "swamping" resistors, speed up tube replacement, and cut tube costs. Important advancements like these are your assurance of unmatched program reliability, ease of control and maintenance, and lower operating cost.

See your G-E broadcast sales engineers for complete technical specifications or write today to the *Electronics Department, General Electric Company, Syracuse 1, New York.*

Higher-contrast pictures

Low-level plate modulation for greater modulation linearity over the full visual range. Video pre-emphasis unnecessary.

New advancements in circuit simplicity

Flat band-pass over full range • No vestigial sideband filter • FM sound transmitter designed with the famous Phasitron modulator • D-C insertion at low level.

Higher circuit efficiency

Pre-output shaping of vestigial side-band reduces power amplifier bandwidth 40 per cent—improves power amplifier efficiency • No power-wasting "swamping" resistors. • No high-power video stages.

Easy circuit alignments

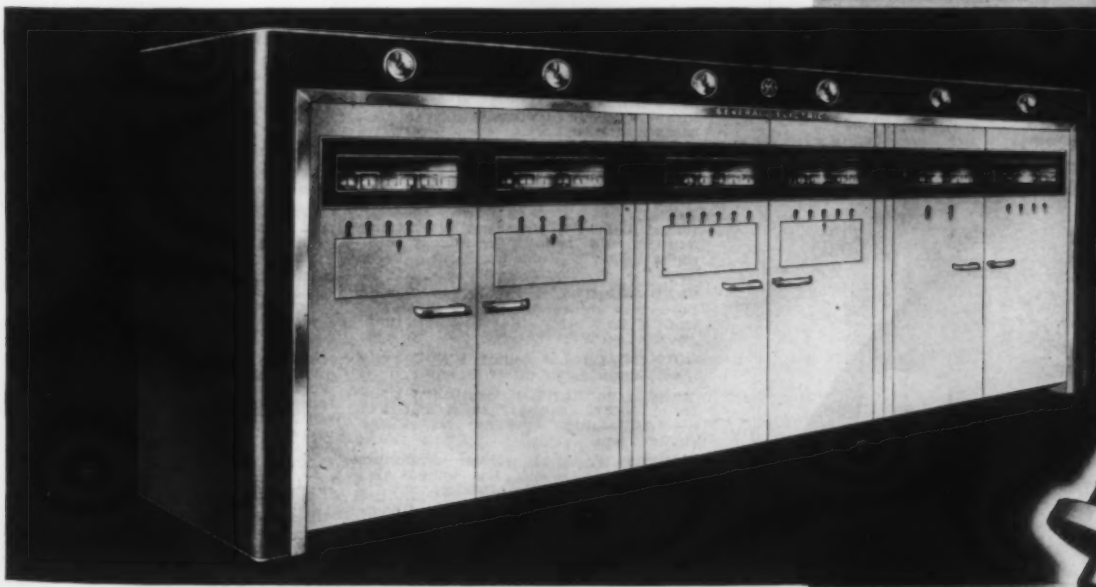
Built-in sweep generator, and crystal detectors in each RF stage provide simple alignment of transmitter.

"Block-built" for higher power

Transmitter design is coordinated with G-E high-power linear amplifiers • Power may be increased later without need for transmitter modification.

Complete accessibility

Full-length doors front and rear • Compact space-saving vertical chassis.



Type TT-6-A
44-88 Mc

Type TT-6-B
174-216 Mc

Outstanding v-h-f Power Amplifier Triode GL-9C24

Two sturdy GL-9C24 triodes—running lightly—deliver 5-kw of peak power in the push-pull power amplifier of the TT-6-A and TT-6-B transmitters. GL-9C24 features: compact design for close side-by-side mounting, ring-seal construction for low lead inductance, maximum terminal contact area, only two pairs of water connections per tube, minimum cooling requirements with low-pressure water supply, and ease of replacement.

Write for these G-E Television Books

G-E Television Equipment Data Book — An illustrated description of G-E studio units, transmitters, and antennas. Will be sent free when requested on your company letterhead.

Television Show Business — 246 richly illustrated pages of television "know-how" by Judy Dupuy. An indispensable guide to better television program operation. $2.50 per copy.

GENERAL ELECTRIC

OVER 40 ADVERTISERS
HAVE RENEWED USE
OF KXOK FROM
2 to 8 CONSECUTIVE YEARS
KXOK
ST. LOUIS 1, MO. • 630 KC • 5000 WATTS • FULL TIME
Owned and Operated by St. Louis Star-Times
For complete details call a JOHN BLAIR representative

PRODUCTION

HARRY L. BROWN has been appointed program director of WAGA Atlanta.

WOODY HERMAN, orchestra leader now in Hollywood, has signed to handle one weekly session of AL JARVIS' "Make Believe Ballroom" on KLAC that city.

DAVID NAUGLE, formerly with KRGV Weslaco, Tex., has joined announcing staff of WFAA Dallas. He was previously with KFJZ Fort Worth, KAND Corsicana, and KTBC Austin.

KLAUS LANDSBERG, western television director of Television Productions, Hollywood, Paramount Pictures subsidiary and operator of W6XYZ that city, has signed five year contract with company.

TOM RODGERS, recently injured in an automobile accident, has returned to his announcing duties at KYW Philadelphia.

EDGAR BERGEN, star of NBC Chase & Sanborn "Charlie McCarthy Show," has been elected to serve as first president of recently organized Academy of Television Arts and Sciences. Term is for six months.

RAY INGLEHART and RALPH McGREW, both students at the radio department of Cincinnati College of Music, have been added to the production service department of WLW Cincinnati. RICHARD HUBBEL, production manager and television consultant of WLW Cincinnati, was guest speaker Jan. 15 at Cincinnati Exchange Club. He discussed "Status of Television Today."

ESTHER BILZERIAN has been added to the music department of WTAG Worcester, Mass.

TOM WABER, former news and special events supervisor on WKAR East Lansing, Mich., has been named educational program director for U. of Illinois broadcasting service, WILL-WIUC Urbana, Ill. Initial task is development of broadcast series featuring research and administrative activities on Urbana, Chicago, and Galesburg campuses.

JOSEPH J. LYONS, WJOL Joliet, Ill., staff organist and World War II veteran, has been named music director of the station.

FRANKLIN PEDDIE, formerly with KSOO Sioux Falls, S. D., and Navy veteran, has joined announcing staff of KOAD Omaha.

BILL BOHACK, former featured artist with WCAU Philadelphia, has rejoined the announcing staff of WPAT Paterson, N. J., where he had served as chief announcer for several years.

WALTER O'KEEFE, comedian, replaces BILL CULLEN as m.c. of CBS "Winner Take All" Jan. 20. The quiz show began June 3, 1946.

ELLIOTT ROBERTSON, formerly of the production staff of NBC Washington, has joined the program staff of KPO San Francisco, replacing GEORGE SNELL, resigned.

DON OTIS, former program director of Capitol Transcriptions, Hollywood, is handling nightly half hour record show on KHJ that city.

NORMAN GLADNEY, formerly in radio advertising agency field and also with WITH Baltimore, has been added to WWDC Washington as record m.c. He will conduct new Mon. through Fri. 11 a.m.-12 noon program, "Tune Inn."

ROBERT LaBOUR, formerly of the production staff of BBDO New York, has joined WNEW New York to handle new shows and talent. At BBDO Mr. LaBour worked on program development and was formerly director of the Garry Moore program on NBC.

JOAN MEYERS has joined the program department of WCAU Philadelphia. BOYD LAWLOR, member of that department, has resigned. Miss Meyers formerly had been with stations in Alabama and New York.

FRANCES BOYCE of the program department of KYW Philadelphia has announced her marriage to Joseph McIntyre of Wilkes-Barre, Pa.

GEORGE F. CROWELL, who recently joined KSFO San Francisco as staff announcer, now is host for nightly midnight show "Romance and Dance Time."

FRED ROBBINS, New York record m.c., has been signed to replace MARTIN BLOCK on weekly "Record Shop" program over WJR Detroit, Sat. 10 a.m.

LOIS ROACH has joined KWSC Pullman, Wash. as producer-director.

MARCIA PATTERSON, continuity writer at KOIL Omaha, has resigned to accept teaching position at Platte Center, Neb.

ROBERT W. SWAN, former announcer of KFI Los Angeles, has joined ABC Hollywood in similar capacity.

KNOX MANNING, CBS Hollywood commentator, has narrated Warner Bros. short subject film describing annual Soap Box Derbies.

HOWARD HARRIS has joined writing staff of NBC "Amos 'n' Andy" program.

JOAN WARE, former CBS Hollywood production department member, has been named head librarian of continuity department.

VAL BROWNE, former KFWB Hollywood announcer, has joined KFAC Los Angeles in similar capacity.

VICTOR PERRIN and HERB BUTTERFIELD have joined cast of NBC "Masquerade" program.

DIANA JONES has joined cast of NBC "Woman in White" show.

RICHARD SANVILLE, CBS New York producer, married D. J. THOMPSON, radio and stage actress, in Pasadena, Calif., Jan. 12.

GEORGIA FULLER, formerly with NBC New York in charge of auditions and casting, has joined ABC Hollywood production department.

SAM PIERCE, production supervisor of Ruthrauff & Ryan, Hollywood, has replaced DICK UHL as producer of CBS Dick Haymes show.

GORDON BABINEAU, formerly of CKRM Regina, Sask., is now editor of new publishing firm, Open Door Publications, Regina, which aims to assist Canadian writers and artists and publicize their work.

HARRY R. LUBCKE, director of Don Lee television, addressed Burbank Junior Chamber of Commerce Jan. 13 on "Television Today."

WALTER ARNOLD, announcer of KECA Hollywood, has joined ABC Hollywood as network announcer, replacing RALPH ROGERS who resigned to become program manager of KSJO San Jose.

GEORGE F. CROWELL, formerly of WCOP Boston, has joined KSFO San Francisco as announcer.

CATHERINE MacIVER has been appointed assistant talks producer at CBC Winnipeg. She was formerly at CBC Toronto.

BOB KESTEN, former radio war correspondent and radio liaison officer with Canadian Army in Europe, has started new weekly talks series on "What About Alcohol?" on CBC Dominion network.

NORMAN CORWIN, CBS writer-producer, and BERNARD ROGERS, composer, were guests of honor Jan. 10 at a reception given by ASCAP at New York's Lotus Club in honor of their one-act opera, "The Warrior," which made its debut Jan. 11 at the Metropolitan Opera House, New York.

ABC Cue Feeder

BY EMPLOYING a musician-engineer in the control room to cue the network engineer, ABC Director of Music Paul Whiteman is providing better music balance for his Wednesday night broadcasts over ABC. Mr. Whiteman, who has developed other methods to improve the quality of his music, has engaged Milton Cassel to work in the control room and to cue the engineer when various instruments and ensembles are to raise their "voices."

Radio to Aid Drive

RADIO will be asked to aid the Veterans Administration during February, March and April in an information campaign concerning lapsed National Service Life Insurance. Advertising agencies, artists, sponsors and the four major networks are being asked to aid in the drive to tell veterans "It's not too late to reinstate." Campaign will be under supervision of Charles E. Dillon, VA radio director.

21 YEARS Young!
WDOD
CHATTANOOGA, TENN.
CBS
5,000 WATTS DAY AND NIGHT
first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

National Representatives: Taylor-Howe-Snowden
Only KROD
CBS
600 KC
1000 WATTS
Completely Covers
THE EL PASO MARKET

ANOTHER AWARD TO WOWO

Longines

honors the Westinghouse station in Fort Wayne, Indiana,

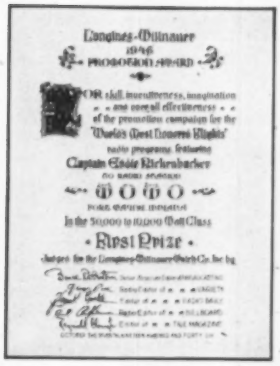
with

FIRST PRIZE

for effective promotion of one of

radio's outstanding dramatic programs

"THE WORLD'S MOST HONORED FLIGHTS"


Longines-Wittnauer
1946
PROMOTION AWARD

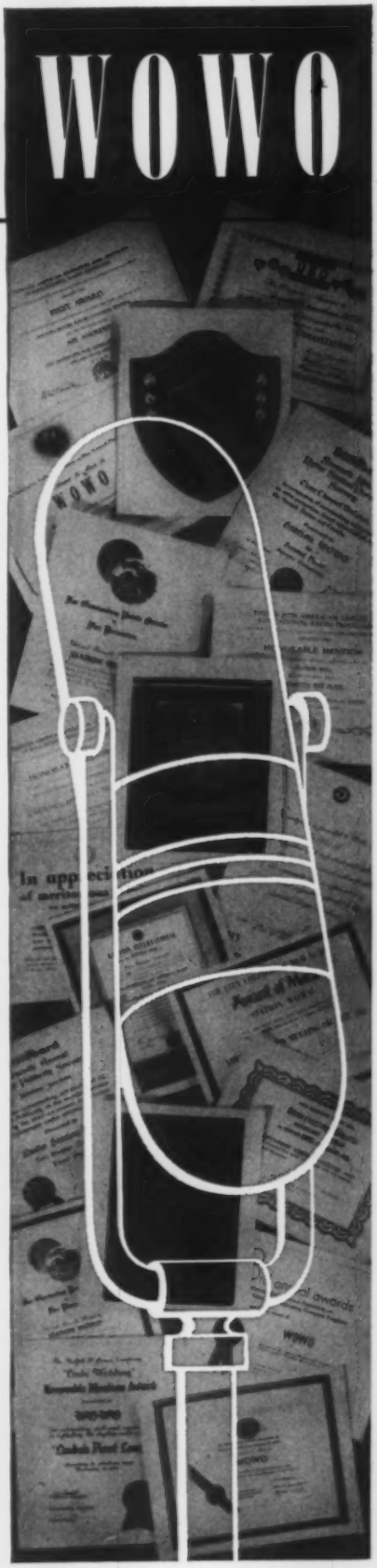
FOR skill, inventiveness, imagination
... and overall effectiveness ...
of the promotion campaign for the
"Famous Great Unsolved Flights"
radio program, featuring
Captain Eddie Rickenbacker
over station
WOWO
Fort Wayne, Indiana
in the 50,000 to 10,000 Watt Class
• First Prize •
chosen for the Longines-Wittnauer Watch Co. Inc. by

The "world's most honored watch" helps make WOWO the nation's "most honored" station!

For this is the *twentieth* award won by WOWO in a two-year period.. a record unmatched by any other station of this size.

These twenty awards cover every factor that stimulates listener loyalty: local programming, promotion of network and spot programs, continuing service in the public interest. And each factor represents a basic tenet of Westinghouse policy.

The men and women of WOWO, and of the Westinghouse organization, accept this latest award as welcome recognition of their day-and-night efforts to serve both listener and advertiser.



WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

AGENCIES

EUGENE J. COGAN, has been appointed media director of Geyer, Newell & Ganger, New York. He formerly was media director of Ward Wheelock Co. and before that media director and business manager of Paris & Peart. Mr. Cogan had been with latter firm for 14 years. In his new post he succeeds **CHARLES A. BROCKER,** recently named vice president in charge of operations of Geyer, Newell & Ganger.

MARY McKENNA, formerly in charge of media research at Benton & Bowles, New York, has been promoted to head of all spot radio time buying except on Procter & Gamble accounts. Latter will be handled by **RUTH E. JONES.**

PETER HILTON, former vice president of Maxon Inc., has been named vice president and account executive of Donahue & Co., New York.

JAY E. KASHUK has been made partner in Lew Kashuk Adv., New York. Name of agency becomes Lew Kashuk & Son. J. E. Kashuk heads new business department in addition to duties as account executive.

TOMMY BRIGGS has joined E. W. Reynolds & Co., Toronto, as radio director.

EVA RACE, former timebuyer of J. J. Gibbons Ltd., Toronto, has joined Ruthrauff & Ryan, Toronto, as media buyer. **A. CLAIRE** has been appointed time buyer at J. J. Gibbons Ltd. to succeed her.

SHERWIN R. RODGERS, recently separated from Navy and former radio actor-production director known under professional name of Robert Danon, has been named account executive and publicity director of Harry J. Lazarus & Co., Chicago. He will coordinate agency's publicity and radio activities.

LEWIS H. TITTERTON, vice president in charge of radio of Compton Adv., New York, is in Hollywood for conferences with agency officials.

MARIAN RYAN, production manager of Jere Bayard & Assoc., Los Angeles, has resigned.

R. E. (Joe) MESSER has been named executive vice president of Robert F. Dennis Inc., Los Angeles. In this capacity he will oversee all media production including radio. Previously he had been general manager of Raymond R. Morgan Co., Hollywood, for 12 years. Mr. Messer will maintain his interest in Rem Productions, Hollywood packaging firm, which he recently organized.

Mr. Messer

BETTY GUNTHER has joined Dancer-Fitzgerald-Sample, Chicago, in radio production department, replacing **RITA McCULLOUGH,** who resigned to be married.

ETHEL M. FORDSMAN, former media buyer with J. R. Kupsick Adv., New York, has been appointed media director at Moore & Hamm, New York.

GIL SIMON, former promotion-publicity director of KFWB Hollywood, has been named manager of Jim Ward & Co., Hollywood. Mr. Ward was member of dissolved firm of Ward & Futterman, Chicago [BROADCASTING, Dec. 30]. Hollywood offices are at 2122 Cahuenga Blvd.; telephone: Hollywood 1923.

H. B. HUMPHREY Co., New York, now occupies the 22nd floor of the Fuller Bldg., 595 Madison Ave. For several years office has been in Graybar Bldg.

CRAIG DAVIDSON, former vice president of Compton Adv., New York, has joined Raymond R. Morgan Co., Hollywood, in an executive capacity.

ROBERT SHIREY, former service representative of J. Walter Thompson Co., San Francisco, has shifted to agency's Los Angeles office.

JACK R. HOLMES, formerly of Smith & Drum, Los Angeles, has joined West-Marquis as manager of newly opened Portland, Ore., office.

TOM ROSS, account executive of The Tullis Co., Hollywood, was to marry Helen Badgett Jan. 19.

DOUGLAS CRANE, formerly of Forest Lawn advertising department, has joined Associated Adv., Los Angeles, as vice president.

KNOLLIN Adv., Los Angeles, Feb. 1 will move offices from 530 W. 6th St. to Quinby Bldg., 650 S. Grand Ave.

H. F. FURBER, with Sportservice Inc. following discharge from the Army and formerly with Talon Inc. and Hanff-Metzger Adv., has joined Julius J. Rowen Co., New York, as account executive.

WALTER BLAKE, for eight years with Blaine-Thompson Co., New York, as an account executive handling Warner Bros. Pictures, has resigned effective Jan. 17 to join the Los Angeles office of McCann-Erickson as account executive on Enterprise Productions.

SULLIVAN, Stauffer, Colwell & Bayles, New York, have taken over the fourth floor at 270 Park Ave., in addition to the tenth floor.

JAMES C. FLETCHER, president of Berkshire Research Foundation, New York, has been named vice president in charge of industrial development and labor relations for Buchanan & Co. that city. Entire resources of Berkshire Foundation, including facilities for coordination of advertsing, public relations, labor, government, consumer and industry activities, will be available to all Buchanan clients.

CHARLES J. CHARNEY Assoc., New York, has moved to larger quarters at 150 W. 49th St. Telephone: Chickering 4-2628.

ISABELLE SHAVER, formerly with Anderson Davis & Platte, New York, has joined the copy staff of Ruthrauff & Ryan, New York, as member of home-furnishings group.

JANE W. KALMUS, head of the publicity department of Hutchins Adv., New York, has temporarily resigned from active work. **H. PIERSON MAPES,** vice president of the agency, takes over Mrs. Kalmus' duties for the time being.

DOROTHY YAKOWITZ, former publicity director of Wholesalers Assn., San Francisco, has joined Hugo Scheibner Adv., Los Angeles, as assistant to publicity and public relations director. **ELIZABETH LEVI,** former WAC, joins agency as head of research department.

DAVID OWEN, general supervisor of daytime radio for Dancer-Fitzgerald-Sample, is new producer of the "Ma Perkins" show, which has moved to New York from Chicago. Sponsor is Procter & Gamble (Oxydol).

FACING THE NEW YEAR

. . if WE were

a Radio Advertiser!

We'd make plans, right now, to go after a good slice of business in this productive area . . . with the help of CKLW. We'd remember that this station has 5,000 day-and-night watts at 800 kc., to give you concentrated coverage where you want it. We'd recall that CKLW has the lowest rate of any major station in this market . . . for results-per-dollar. Then, we'd begin making up a schedule now . . . and cash in on it!

In the Detroit Area, It's

ADAM J. YOUNG, JR., INC. Natl. Rep.

CKLW

Canadian Rep., H. N. STOVIN & Company

J. E. Campeau, Managing Director

Mutual Broadcasting System

IN CANADA
WINNIPEG
is a "MUST" buy

Men Who Know
select
630 KC. CKRC 5KW. 500

REPRESENTATIVE - WEED & CO.

"little drops of water..."

Water, drop by drop, can make an impression on the hardest stone. There being no particular objective behind this steady routine, you can hardly recognize in it any indication of genius. And yet it has the quality most often found in genius—unwavering perseverance.

By the same procedure, words and ideas can be directed to make permanent (and intentional) imprints of profitable value upon the daily lives of millions of people.

WTRY is doing just that, with a flow of words and ideas that leave strong impressions in nearly 200,000 radio homes throughout this rich Capital District of New York that we serve. We lay no claim to genius because we do this. We place the credit rather with a smart sense of programming and a popularity based upon giving people what they like and want.

In all three important urban buying centers of Albany-Troy-Schenectady, WTRY has won a high proportion of the listening hours. In eight surrounding and prosperous counties* our leadership is no less. And it costs so little to take advantage of this top audience popularity.

If you want to make a permanent impression on more than 600,000 consumers, you don't need genius. You just need the steady impact of WTRY, teamed with CBS.

*BMB calls it 12.

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven

WTRY

Albany-Troy-Schenectady
980 kilocycles—1000 watts
Studios in Troy and Albany

WHAT'S ALL THIS

FM—FINE MUSIC? . . . FLAWLESS MELODY? . . . FREQUENCY MODULATION?

FM is a welcome new alphabetical symbol in this shorthand world in which we live.

For FM are the initials of FREQUENCY MODULATION—a new kind of radio broadcasting and reception which *banishes static* and for the first time permits the listener to hear fine music, actors' voices and other sounds *just as they are broadcast.*

In fact, FM can even broadcast *absolute silence* which is itself a "radio miracle." It could broadcast the sound of a pin dropping if anyone wanted to hear it. No static can hitch a ride on an FM radio wave. FM has taken radio out of its scientific swaddling clothes.

FM, or Frequency Modulation, was invented and patented in 1933, after 20 years of research, by Dr. Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University. Dr. Armstrong refused to believe the old platitude that "static like the poor will always be with us."

Now, after 13 years of further experimentation and the overcoming of many natural as well as man-made problems, FM is with us on a practical commercial basis. Every week new FM transmitting equipment is being produced. New stations are being authorized and are abuilding. New FM receiving sets are being produced and delivered to the public.

But, as with every new and better thing, FM already has imitators who hope to exploit the public's interest in scientific progress. While Dr. Armstrong has made the basic inventions covering "wide swing" Frequency Modulation, without the use of which it is impossible either to broadcast or to receive high quality FM radio signals, nevertheless, the public is already being offered "just-as-good" substitutes under beguiling titles like "Improved FM," "Superior FM," "John Smith's Better FM," etc., etc.

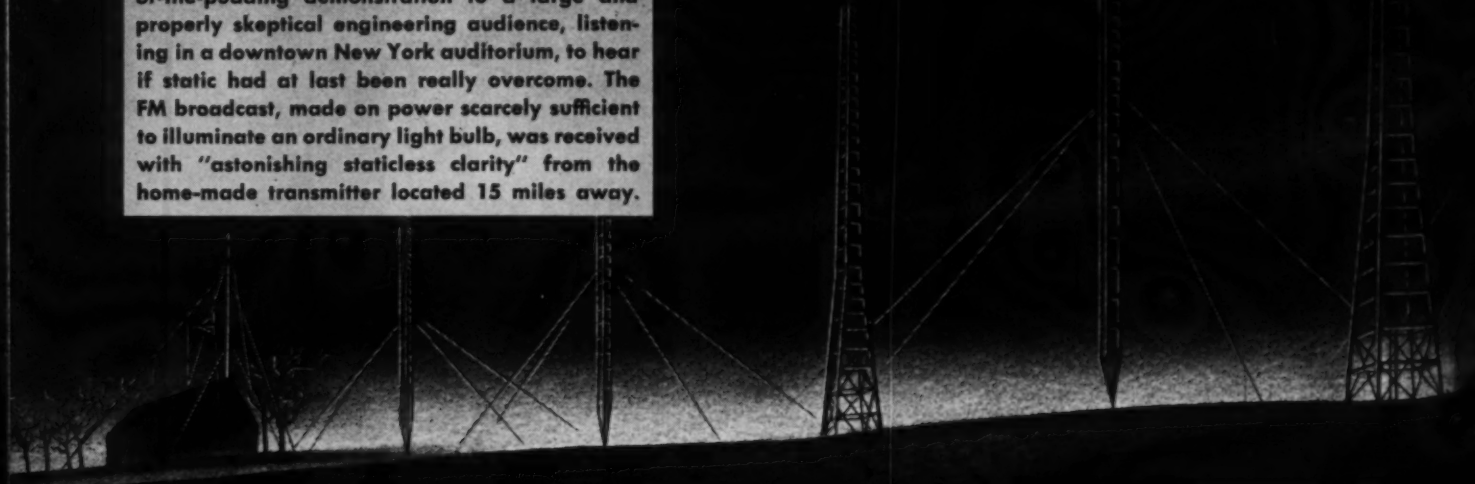
So, as the Romans used to say, *Caveat Emptor*—"Let the buyer beware."

If you buy an FM radio, beware to see that you get what you pay for.

As the buyer of an FM radio you are entitled to the Armstrong system of Frequency Modulation which represents the highest scientific development of the radio art.

On the opposite page are listed all of the receiving set manufacturers who are licensed under the patents covering Dr. Armstrong's invention of Frequency Modulation.

FM's PUBLIC DEBUT—On November 5, 1935, Dr. Edwin Armstrong and his long-time friend, C. R. Runyon, fellow pioneer of early amateur days, went "on the air" with an FM transmitter (Station W2AG) located in Mr. Runyon's home in Yonkers, New York. The occasion was a proof-of-the-pudding demonstration to a large and properly skeptical engineering audience, listening in a downtown New York auditorium, to hear if static had at last been really overcome. The FM broadcast, made on power scarcely sufficient to illuminate an ordinary light bulb, was received with "astonishing staticless clarity" from the home-made transmitter located 15 miles away.

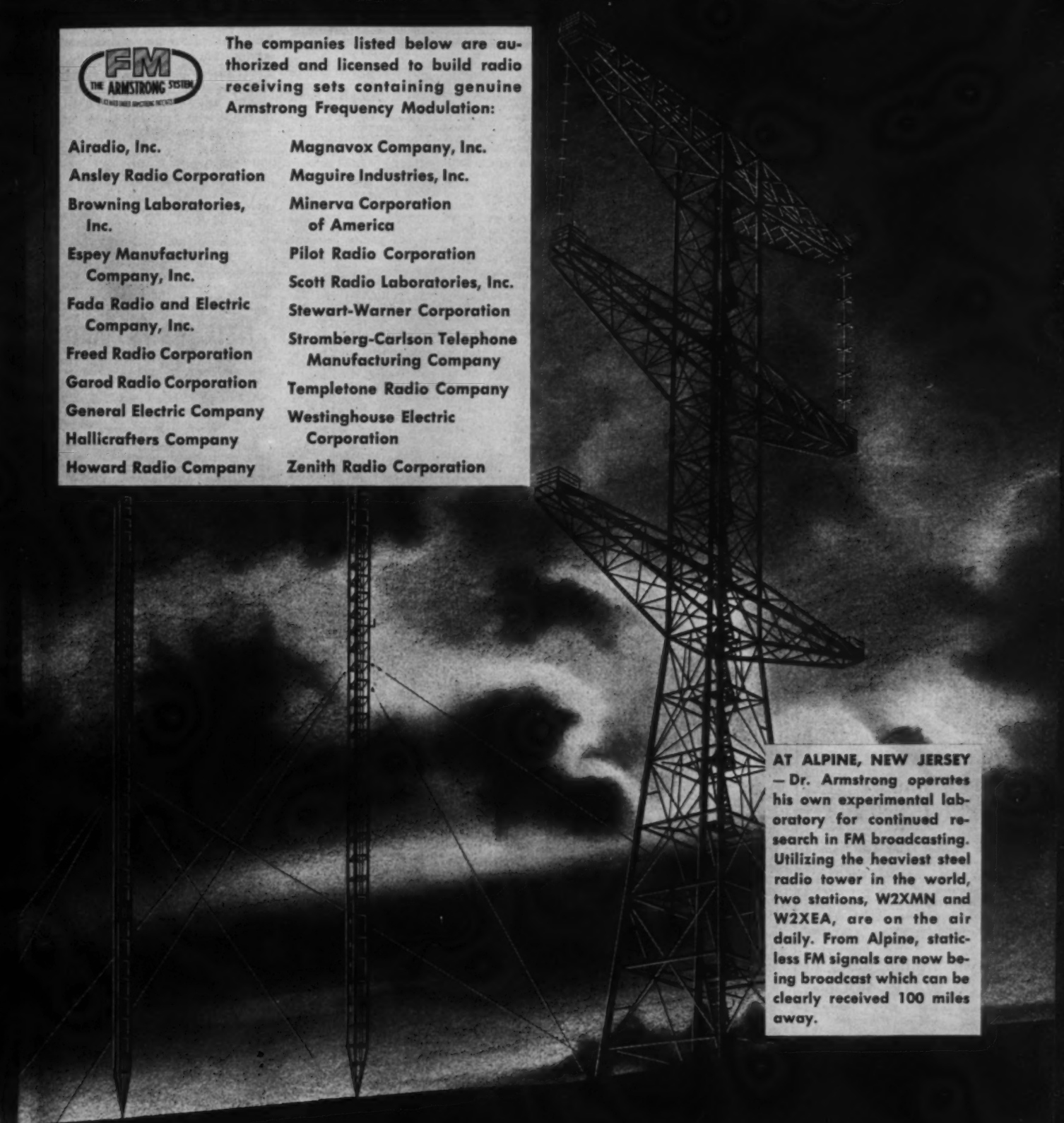


FM, the Static-Free Radio of Tomorrow, Will Soon Replace the Old-Fashioned AM Radio of Toda

TALK ABOUT FM?

The companies listed below are authorized and licensed to build radio receiving sets containing genuine Armstrong Frequency Modulation:

- Airadio, Inc.
- Ansley Radio Corporation
- Browning Laboratories, Inc.
- Espey Manufacturing Company, Inc.
- Fada Radio and Electric Company, Inc.
- Freed Radio Corporation
- Garod Radio Corporation
- General Electric Company
- Hallicrafters Company
- Howard Radio Company
- Magnavox Company, Inc.
- Maguire Industries, Inc.
- Minerva Corporation of America
- Pilot Radio Corporation
- Scott Radio Laboratories, Inc.
- Stewart-Warner Corporation
- Stromberg-Carlson Telephone Manufacturing Company
- Templetone Radio Company
- Westinghouse Electric Corporation
- Zenith Radio Corporation



AT ALPINE, NEW JERSEY — Dr. Armstrong operates his own experimental laboratory for continued research in FM broadcasting. Utilizing the heaviest steel radio tower in the world, two stations, W2XMN and W2XEA, are on the air daily. From Alpine, staticless FM signals are now being broadcast which can be clearly received 100 miles away.

ON DECEMBER 1, 1946

66 FM stations were in operation
564 stations had been authorized by the F.C.C.
307 applications were pending
65% of all established AM stations had already applied for FM licenses

The Winning Time

is the Time You Buy on

BINGHAMTON, N. Y.

•

N.B.C. in the Triple Cities

HEADLEY-REED

National Representatives

Keeping You in Mind

WLAW listener hears your spot, buys your product. It's a known fact . . . known brands sell first. Reach the two billion dollar market (Industrial New England) through its popular station—5000 watt WLAW. Send for facts.

Basic Station: ABC

50,000 WATTS SOON!

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:

WEED & CO.

SPONSORS

GAMBLE-SKOGMO, Minneapolis, has completed arrangements for distribution of Army surplus clothing supplies, to include a week-long promotion schedule of 540 spot announcements on 75 stations.

GULF OIL Corp., Pittsburgh, has added WPTZ Philadelphia to WNBT New York for telecasting its weekly "You Are an Artist" video series. Program, featuring the art instructor Jon Gnagy, has been on WNBT since Dec. 12, but until Jan. 16 WPTZ was unable to carry it because of local commitments. Program is placed by Young & Rubicam, New York.

ALEXANDER THE GREAT PRODUCTS, New York, which makes and exports Real Italian Style spaghetti sauces and dinners in addition to syrups, has placed its account with M. Ryan Co., that city. Radio will be used.

EVERSHARP Inc., New York, has appointed McCann-Erickson that city to handle advertising of its fountain pens, pencils, and injector razors and blades in foreign export fields.

BOYLE-MIDWAY Inc., New York, subsidiary of American Home Products Corp., has named Hollywood office of W. Earl Bothwell Inc. to handle advertising on the West Coast. Radio is included. Agency formerly handled about one-third of the total account, now has been given entire product line with exception of Old English powdered cleaner, handled by Al Paul Lefton Co.

HARRY C. WELCH has been named advertising manager of the grocery products division of Borden Co., New York. He formerly had been assistant in that post.

SEARS, ROEBUCK & Co., Denver, has signed 52 week contract with KOA Denver for sponsorship of the "Mile High Farmer," Mon. through Sat. 6-6:30 a.m. (MST). Program features Hal Renollet, KOA agricultural director, has been a sustainer for 2¼ years.

CLARK BROS. CHEWING GUM Co., Pittsburgh (Clark's Tendermint Chewing Gum), has appointed Buchanan & Co., New York, to handle promotion and advertising.

P. LORILLARD Co., New York (Old Gold cigarettes), will sponsor the entire 1947 schedule of the home and away Brooklyn Dodger baseball games on WHN New York, with Red Barber and Connie Desmond describing games. Agency is Lennen & Mitchell, New York.

MacLEVY SLENDERIZING SALONS and MacLevy Equipment Corp., New York, has appointed Stuart Bart Adv., New York, to handle advertising. Firm started radio campaign Jan. 6 on four New York stations. Three participations weekly are being used on WNEW, three participations and one quarter-hour program on WINS, three participations weekly on WJZ and the firm has purchased all time signals available on WLIB. In addition, MacLevy presents a 35 to 50 word commercial and news flash every half-hour on WLIB. Firm expects to start using WHN and WOR in addition to other stations.

HENRY REICHHOLD of Detroit has completed a three-way tie-in with the Detroit Symphony Orchestra. He is president of the Detroit Symphony, publisher of the Musical Digest which sponsors the orchestra in a weekly program over ABC, and head of Reichhold Chemicals which will manufacture special unbreakable plastic records for use by the symphony in performing for Vox Records.

DANIEL H. STERLING has been appointed general sales manager of Northam Warren Corp., Stanford, Conn., manufacturer of manicure preparations and deodorants. Mr. Sterling was formerly sales manager in charge of department stores for Hudnut Sales Corp. and prior to that was with Elizabeth Arden Sales Corp. for 15 years as sales manager. **ALFRED C. WAKEFIELD,** sales manager of Northam Warren, has been named sales manager of the syndicate division in addition to his present duties.

ALL PLASTIC MFG. Co., Los Angeles (plastic products), has appointed Davis-Hood & Assoc., Los Angeles, to handle national advertising.

MISSION APPLIANCE Corp., Los Angeles (Mission water heaters), has appointed Harry J. Wendland Adv., that city, to handle its advertising. Radio will be used in major western and southwestern markets.

ASSOCIATED OIL Co., Los Angeles (gasoline), has contracted for 14 Pacific Coast Conference games of USC and UCLA on KLAC Hollywood. Agency is Buchanan & Co., Los Angeles.

FLOTILL PRODUCTS, Los Angeles (canned foods), has appointed The Tullis Co., that city, to handle national advertising. Regional and spot radio will be used.

BUBBLING WELLS DEVELOPMENT Co., Palm Springs, Calif. (real estate), has appointed The Tullis Co., Los Angeles, to handle its advertising. Southern California station will be used.

LEKTRO PRODUCTS, Montreal (Packard electric shaver), has started twice daily spot announcements on 13 Canadian stations. Agency is Cockfield Brown & Co., Montreal.

ANGLO-CANADIAN PULP & PAPER Co., Montreal, has started quarter-hour weekly program on French stations in Quebec province to recruit labor for its woods operations. Agency is French Adv. Service, Montreal.

OXO (Canada) Ltd., Montreal (food products), has started spot announcements on a large number of Canadian stations. Agency is McKim Adv., Montreal.

PERFECTION CORSETS Co., Quebec, has started flash announcements on four Canadian stations. Agency is R. C. Smith & Son, Toronto.

PACKAGED PRODUCTS, Toronto (cleanser), has started spot announcement campaign on three Canadian stations. Agency is Ardiel Adv., Toronto.

EX-LAX, Montreal (proprietary), has increased its radio budget and spot and flash announcements are now on 80 Canadian stations. Agency is Cockfield Brown & Co., Montreal.

CANADIAN CANNERS, Toronto (Aylmer products), has started varied transcribed spot announcement campaign on a number of Canadian stations. Agency is F. H. Hayhurst Agency, Toronto.

CANADIAN AID TO CHINA, Toronto (welfare), has started transcribed spot announcement campaign on a number of Canadian stations. Agency is McKim Adv., Toronto.

ROGERS MAJESTIC, Toronto (receivers, electrical appliances), has appointed Erwin, Wasey of Canada, Toronto, as agency.

Ad Club Underway

HOLLYWOOD Ad Club held its first formal meeting Jan. 6 with feature talk by Charles R. Hogen, N. W. Ayer & Son, Hollywood, vice president in charge of service. Using theme of "An Easterner Looks at Western Advertising," Mr. Hogen cited the advanced state of merchandising in Southern California and urged listeners to remain in front but not to lose sight of fact that the West is but part of the country, rather than an entity unto itself. Presided over by Walter Van de Kamp, head of California Adv., Hollywood, meeting was opened by Robert J. MacAndrews, NBC Western Division manager of advertising and promotion. Representatives of eight other ad clubs in Southern California also attended.

Harvel Contest

A CONTEST, which began Jan. 19, is being conducted each week by the Harvel Watch Co. on its ABC *Harvel Music Time,* with winners receiving a Harvel Datograph watch as first prize and an AC-DC Cinderella washing machine as second prize. Presenting a scene from a new movie each week, the program asks listeners to determine how long it takes to enact the scene. Answers are mailed in, together with a statement of 25 words or less telling why the listener likes the part as a vehicle for the leading star. A different film will be used each week.

HUBBELL ROBINSON, vice president in charge of radio of Foote, Cone & Belding, New York, leaves Jan. 20 for a one-week trip to Hollywood to be on hand for the Dinah Shore appearance on the "Hit Parade" Saturday on CBS, sponsored by American Tobacco Co. (Lucky Strike Cigarettes), through FC&B.

NETWORK ACCOUNTS

New Business

WILDROOT Inc., Buffalo (hair tonic), Jan. 15 started for 52 weeks "What's the Name of That Song" on 41 Don Lee Pacific stations. Agency: BBDO, N. Y.

PROCTER & GAMBLE Co., Cincinnati, Jan. 3 increased network for "Joy Jordon, M.D." from 101 to 143 NBC stations, Mon. through Fri. 10:45-11 a.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

STANDARD BRANDS, Montreal (food products), Jan. 27 started "Juliette Buliveau" on 9 CBC French network stations, Tues. 8-8:30 p.m. Agency: J. Walter Thompson Co., Montreal.

Renewal Accounts

WILLIAMSON CANDY Co., Chicago (O Henry), Jan. 12 renewed "True Detective Mysteries" on full MBS network, Sun. 4:30-5 p.m. (CST). Agency: Aubrey, Moore & Wallace, Chicago.

MILES LABS, Elkhart, Ind. (Alka-Seltzer), Feb. 1 renews for 52 weeks "Alka-Seltzer Newspaper of the Air" on all 41 Don Lee stations, daily 10-10:15 a.m., 9-9:15 p.m. (PST). Agency: Wade Adv., Los Angeles.

SCHUTTER CANDY Co., Division of Universal Match Co., St. Louis (Old Nick, Bit O'Honey), Feb. 2 renews for 52 weeks "David Harding—Counterspy" on full ABC, Sun. 4:30-5 p.m. (CST). Agency: Schwimmer & Scott, Chicago.

RICHARD HUDNUT SALES Co., New York (DuBarry cosmetics), Feb. 8 for 13 weeks renews Jean Sablon on CBS, Sat. 7:15-7:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

The "HAPPY MEDIUM" Station
KTUL covers the MONEY-MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.
FREE & PETERS
National Representatives
John Esau General Manager
KTUL
5,000 WATTS • TULSA

Promotion

BURKE R. MEAD, news editor at WJOL Joliet, Ill., prior to war when station's call was WCLS, has rejoined station as promotional and public relations director. Mr. Mead, veteran newspaper and public relations man, served in USNR during war.

CHALMER ADAMS, former member of the news staff of Middletown (Ohio) Journal, has been named trade news editor of WLW Cincinnati.

JACK CUMMINS, discharged from Navy and former sportscaster for WPDQ Jacksonville, Fla., has returned to the station as promotion director.

WINIFRED GRAVES has replaced **VIRGINIA HADDEN** in CBS Western Division sales promotion department. Latter has resigned.

STEVE LIBBY, promotion-publicity manager at WIS Columbia, S. C., has been making a circuit of the Carolinas, exchanging ideas and views with promotion-publicity personnel at various stations.

ROBERT McANDEWS, advertising and promotion manager of NBC Western Division, has been elected a director of Los Angeles chapter of American Marketing Assn.

FM Promotion

DISCUSSION of FM broadcasting and its future was theme of supper meeting held Jan. 7 by WTOC and WTOC-FM Savannah, Ga., for area's radio dealers and servicemen. Chairman of meeting, Reeve Owen, chief engineer of WTOC-FM, gave resume of station's inauguration and development to date and outlined plans for future, including prospective increase in power from present 250 w to 45,000 w. Representatives from Atlanta General Electric Corp. explained physical aspects of FM transmission and general availability of FM receivers. Also present were executives of Savannah's four other AM stations, who spoke regarding their own plans for FM broadcasting. Discussion period followed meeting.

Advertising Essays

ESSAY CONTEST for high school students on theme, "What Advertising Can Mean to the Future of America," is being conducted by Advertising Club of New York. Competition, which will close March 15, is part of national contest sponsored by Advertising Federation of America. Winner of New York contest will compete with winners of other advertising clubs in national contest. Grand prize will be $500 and all-expense trip to attend annual convention and exposition of federation in Boston, May 25-28. Second and third national prizes are $200 and $100, respectively.

Rogue's Gallery

POSTER-styled promotion piece featuring a typical rogue's gallery picture of Henry Morgan is being distributed by Blow Co., agency for Eversharp Inc., sponsor of the "Henry Morgan Show" on ABC following Philco Co. Bing Crosby program. Caption of photo reads "Warning! This man is after Crosby" and the photo is labeled "Henry (Killer) Morgan" with number of 764,305.-106⅞. Copy further warns that "he has already slain thousands of radio listeners." Distribution includes mail, car cards, show windows and similar media.

Newsreel Brief

AS PART of the WHN New York promotion campaign in behalf of the "Ted Husing Bandstand" program, a two-minute newsreel short is being presented for one week in 200 motion picture houses in New York, New Jersey and Connecticut. The film opens with a shot of the Army-Penn football clash with play-by-play description by Mr. Husing in the background and is followed by a scene in a WHN studio showing of Mr. Husing as record m. c. Film was produced by Al Altman, eastern director for Metro-Goldwyn-Mayer, which like WHN is owned by Loew's Inc.

Essay Contest

ESSAY CONTEST in which listeners express personal reasons for saying "It's A Wonderful Life" is being conducted by WFIL Philadelphia in cooperation with RKO Pictures' promotion of new Liberty film, "It's A Wonderful Life." Station is offering five cash prizes of $500 each to persons submitting best entries, awards to be made on stage of Stanley Theatre at first showing of movie. WFIL will broadcast ceremonies. Winners will hear their stories dramatized over WFIL with Paul Frailey, radio writer and producer, preparing scripts.

Letter Contest

CASH PRIZES are being offered to housewives in a three week contest being conducted on NBC "Portia Faces Life" program, sponsored by General Foods for Grape-Nuts Wheat-Meal. Contestants are to complete a statement about Grape-Nuts Wheat-Meal in 25 words or less, with a grand prize of $500 for best letter received, and other prizes of $300, $200, $100 and $50 for each week's best entries. Agency is Young & Rubicam, New York.

UN Diagram Chart

THE United Nations currently is distributing charts to station managers throughout the country containing diagrams of the various organs of the UN which would be of special interest to the stations' news departments. Enclosed with the poster are pictures and descriptions of the UN officials and their respective duties.

Program Leaflets

PRINTED leaflets outlining the programs of the Boston Symphony Orchestra several weeks in advance of the ensemble's ABC broadcasts will be offered listeners beginning Jan. 21, when sponsorship of the weekly series is assumed by the John Hancock Mutual Life Insurance Co. Beginning Jan. 21 the broadcasts will be heard Tues. 8:30-9:30 p.m.

Window Display

DISPLAY in window of Arnold Constable Co., 40th and Fifth Ave., New York, during week of Jan. 17 features pictures and manikin model of Irene Beasley at a CBS mike tying in company's record and radio shop display with Miss Beasley's "Grand Slam" program, musical quiz heard daily on CBS. Show's sponsor is Continental Baking Co. through Ted Bates Inc., New York.

TBA Pocket Folder

WORK done by Television Broadcasters Assn. in building a new industry and the job that lies ahead are outlined in a pocket-size folder issued by TBA. Booklet solicits active memberships from all video broadcasters; affiliate memberships from manufacturers of transmitting and receiving equipment, advertising agencies, talent groups, film producers, etc.; educational memberships from schools and colleges.

'Dish' Promotion

PROMOTION BOX including ovenproof baking dish is being distributed to the trade by WIBW Topeka, Kan., with slogan "Selling the Kansas Market is WIBW's 'Dish'." Box lid copy emphasizes sales effectiveness of WIBW commercials. Reply card is attached for ordering "additional Kansas sales and for additional oven-proof baking dishes."

WKNA Promotion

OVER SIZE postcards done in blue and gold are being distributed to promote the "Keystone Sports Review" series on WKNA Charleston, W. Va. The program, aired Mon. through Sat. 6 p.m. by Bob Provence, is sponsored by Elk Refining Co. and Keystone Gasoline Dealers.

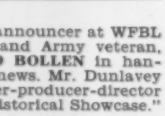
News Bulletin

NEWS BULLETINS attractively designed in blue and white are being placed daily on tables in dining rooms of Biltmore, Miami and Van Cleve Hotels, Dayton, Ohio, as latest promotion of WING that city. Bulletins carry news flashes compiled by Jack Zeigin, WING news editor.

KYW Folder

FOLDER containing large photo of new mammoth Westinghouse neon sign in Philadelphia has been distributed by KYW that city, company-owned outlet. Following cover theme of "The Curtain Rises" on another big event in the KYW promotion parade, piece unfolds to reveal full spread photo of the gigantic sign which reads "Westinghouse . . . Listen to KYW."

News



RON DUNLAVEY, announcer at WFBL Syracuse, N. Y., and Army veteran, has replaced **LEO BOLLEN** in handling WFBL's sport news. Mr. Dunlavey will continue as writer-producer-director of dramatic show, "Historical Showcase."

RED BARBER, CBS director of sports, is in Washington this week attending the executive committee meeting of the Sports Writers general committee on juvenile delinquency.

ROYAL BROUGHAM, sports editor of the Seattle Post Intelligencer and heard on NBC for many years when he covered western sports events such as the Rose Bowl games and the Poughkeepsie Regatta, has been named sports advisor of KOMO Seattle. He is heard on his own Friday evening program, 10:15-10:30 p. m., sponsored by Frederick & Nelson, department store.

Mr. Brougham

BILL DOWNS, CBS news analyst, Jan. 17 addressed the Oklahoma City Chamber of Commerce weekly forum. The forum saluted KOMA Oklahoma City as the CBS affiliate inaugrated its power increase to 50 kw.

MAURICE DREICER, commentator at WWRL Woodside, L. I., N. Y., has written introduction to new book, "How To Talk Effectively." Book was written by Lawrence W. Rogers and published Jan. 13.

SAM ZELMAN, news staff member of ABC Hollywood, is the father of a girl born Jan. 9.

JAMES ROOSEVELT, previously scheduled to resume weekly commentary on KLAC Hollywood Jan. 12, has postponed same until Feb. 23.

MILTON BURGH, MBS news director, and **ANNA B. LINDSEY** of the NBC news department, were married Jan. 4 in New York.

LEONARD MIALL, Washington correspondent for the BBC, is the father of a boy, Tristram John, born Jan. 6.

LESLIE MOORE, news analyst of WTAG Worcester, Mass., has been selected as one of 26 newspaper editors and editorial writers from 17 states and the District of Columbia to attend the American Press Institute's Seminar for Editorial Writers at Columbia U. for four weeks, beginning Jan. 20. Mr. Moore, whose news commentary is aired Mon.-Wed.-Fri. 6:15 p.m. over WTAG, has been chief editorial writer for the Worcester Evening Gazette for 13 years. **PAUL R. SWAN,** director of public relations and student personnel at Worcester Polytechnic Institute, temporarily replaces Mr. Moore as WTAG news analyst.

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NBC on 590
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

Remember
THESE POINTS WHEN YOU BUY RADIO IN THE METROPOLITAN NEW YORK AREA

1 WAAT is the station in North Jersey — *America's Fourth Largest Market.**

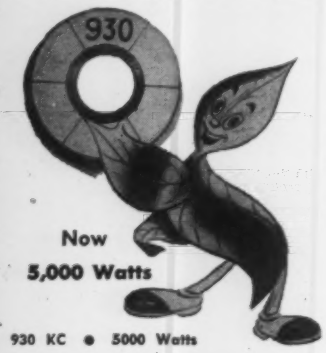
2 WAAT'S bonus audience in the five boroughs of New York City is almost equal to WAAT'S North Jersey audience.

3 When the time costs are considered, WAAT is the best buy!

Result?
WAAT DELIVERS MORE LISTENERS PER $ IN NORTH JERSEY—AMERICA'S 4th LARGEST MARKET* THAN ANY OTHER STATION . . . INCLUDING ALL 50,000 WATTERS. (*EVEN BEFORE CONSIDERING THE BONUS AUDIENCE IN THE 5 BOROUGHS OF NEW YORK CITY.*)

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.

WAAT 970 ON THE DIAL
NEWARK-NEW JERSEY



930 KC • 5000 Watts

IN EASTERN NORTH CAROLINA THE DIALS STAY TUNED TO

WRRF

In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF.

WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
WASHINGTON, NORTH CAROLINA
National Representatives
FORJOE & CO.
New York . Los Angeles . Chicago

Jan. 10 Decisions . . .

BY COMMISSION EN BANC

Nashville Radio Corp., Nashville, Tenn.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

WHCU Ithaca, N. Y.—Denied application for special service authorization to operate from 6 a.m. (EST) until sunrise through January and February 1947.

Don Lee Bcstg. System, Los Angeles—Adopted memorandum opinion denying petition requesting declaratory ruling with respect to hearing on applications for renewal of licenses of KGB KDB KFRC KHJ KHJ-FM.

BY COMMISSIONER WALKER

Southeastern Mass. Bcstg. Corp., New Bedford, Mass.—Granted petition to reopen record in consolidated hearing in re its application and that of Bay State Bcstg. Co. et al, and record was reopened for sole purpose of introducing into evidence an affidavit of Wm. G. Laurans concerning his civic activities.

Caguas Radio Bcstg., Caguas, P. R.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

Springfield Bcstg. Co., Springfield, Mass.—Granted petition for leave to amend its application for CP so as to submit new balance sheet for partnership.

Erie Bcstg. Co., Erie, Pa.—Granted petition to amend application so as to show revised program plans.

Public Service Radio Corp., Baltimore—Granted petition for leave to amend its application so as to show current list of subscribers to stock of corporation and amount of stock subscribed.

Hollywood Community Radio Group, Los Angeles—Granted petition for leave to amend its FM application so as to submit photographs of transmitter site.

WNBH New Bedford, Mass.—Granted petition for leave to amend its application so as to specify new transmitter site and revised DA array; and to show revised engineering data.

Gifford Phillips, Denver—Granted petition for continuance of consolidated hearing scheduled Jan. 20 at Denver, on petitioner's application and that of Mereco Bcstg. Co., and hearing was continued to March 18 at Denver and March 19 at Greeley, Col.

Miami Bcstg. Co., Miami, Okla.—Granted motion to take depositions in hearing upon its application for CP, etc.

Community Bcstg. Co., Toledo—Granted petition for leave to amend its application for FM station so as to specify effective radiated power of 20 kw and antenna height of 500 feet instead of radiated power of 99,600 w and 441 foot antenna.

WARC Inc., Rochester, N. Y.—Granted petition for continuance of further hearing on its application from Jan. 13 to Feb. 24 at Washington.

Parkersburg Bcstg. Co., Parkersburg, W. Va.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

Bryan Bcstg. Co., Bryan, Tex.—Same.

Mid-Carolina Bcstg. Co., Salisbury, N. C.—Granted petition for leave to amend its application so as to specify 940 kc instead of 1170 kc. Amendment was accepted and application removed from hearing docket.

Robert E. Liverance, Gaffney, S. C.—Commission on its own motion removed application from hearing docket.

KYW Philadelphia—Granted petition for continuance of hearing on application from Jan. 17 to Feb. 24 at Washington.

Piedmont Bcstg. Co., Greenville, S. C.—Granted petition for leave to amend its application so as to specify 1440 kc with 500 w, daytime only in lieu of 1240 kc, 250 w unlimited time. Amendment was accepted and application removed from hearing docket.

Monona Bcstg. Co. et al, Madison, Wis.—Granted petition for leave to amend its application so as to specify 5 kw night instead of 10 kw; change nighttime DA array, etc.

West Central Bcstg. Co., Peoria, Ill.—Granted petition for extension of time within which to file exceptions to proposed decision in re its FM application and time was extended to Feb. 1.

Endicott Bcstg. Corp., Endicott, N. Y.—Granted petition to dismiss without prejudice its application.

Community Bcstg. Corp., Fort Wayne, Ind.—Granted petition to correct transcribed record in proceeding in re its application.

ACTIONS OF THE FCC

JANUARY 10 TO JANUARY 16

Midwest Bcstg. Co., Mount Vernon, Ill.—Granted petition requesting extension of time within which to file exceptions to Commission's proposed decision in re its application and time was extended to and including Jan. 23.

Berks Bcstg. Co., Reading, Pa.—Granted petition for leave to amend its application so as to show revised DA pattern.

Fla. West Coast Bcstg. Co., Tampa, Fla.—Granted petition for leave to amend its application so as to substitute Worth H. Kramer an individual tr/as Fla. West Coast Bcstg. Co., for applicant partnership.

Evening Journal Pub. Co., Martinsburg, W. Va.—Granted petition to dismiss without prejudice its application for CP.

Antietam Bcstg. Corp., Hagerstown, Md.—Commission on its own motion removed from the hearing docket application.

Eve. Journal Pub. Co., Martinsburg, W. Va.—Dismissed as moot petition requesting that consolidated hearing now scheduled for Jan. 13 be continued for 30 days.

Capitol Bcstg. Co., Charlotte, N. C.—Granted petition to dismiss without prejudice application.

WHLS Port Huron, Mich.—Commission on its own motion continued hearing on application for renewal of license of WHLS from Jan. 20 to March 20.

Jan. 10 Applications . . .

ACCEPTED FOR FILING

AM—1110 kc

WKID Providence, R. I.—Modification of CP, which authorized new standard station, for approval of antenna, and for approval of transmitter location.

AM—1050 kc

WPAG Ann Arbor, Mich.—Modification of CP, which authorized increase in power and installation of new transmitter, to change type of transmitter.

FM—Unassigned

WPAY-FM Portsmouth, Ohio—Modification of CP, which authorized new FM station, to change effective radiated power to 7 kw; make changes in antenna system and change commencement and completion dates.

AM—1400 kc

WHGB Harrisburg, Pa.—CP to make changes in transmitting equipment.

AM—1400 kc

WJQS Jackson, Miss.—Modification of CP as modified, which authorized new standard station, to increase power from 100 w day and night to 250 w day and night, to make changes in vertical antenna and transmitting equipment.

FM—Unassigned

WWNY-FM Watertown, N. Y.—Modification of CP which authorized new FM station, to make changes in antenna system.

AM—730 kc

WABP Memphis, Tenn.—Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter and studio locations.

FM—93.7 mc

KBON-FM Omaha—Modification of CP which authorized new FM station, to change frequency to channel 229, 93.7 mc, and to change commencement and completion dates.

TV—Amendment

KCPR San Francisco—Modification of CP which authorized new commercial TV station, for extension of commencement and completion dates—AMENDED: to change commencement and completion dates.

AM—620 kc

WKAQ San Juan, P. R.—CP to install directional antenna for day and night use and change studio location.

Modification of CP

WNBW Washington—Modification of CP to change visual effective radiated power from 13.3 kw to 20.8 kw, change type of transmitter, make changes in antenna system and for extension of commencement and completion dates.

AM—Change Transmitter

WRGB Schenectady, N. Y.—CP to install new aural and visual transmitters and to make change in antenna system.

AM—780 kc

Columbia-Montour Bcstg. Corp., Bloomsburg, Pa.—CP for new standard station 780 kc, 250 w, daytime only.

AM—1400 kc

Community Bcstg. Co., Erie, Pa.—CP for new standard station 1400 kc, 250 w, unlimited.

AM—1400 kc

Hotels and Theatres Inc., Bluefield, W. Va.—CP for new standard station 1400 kc, 250 w and unlimited.

AM—1340 kc

Batesville Bcstg. Co., Batesville, Ark.—CP for new standard station 1340 kc, 250 w, unlimited.

AM—1340 kc

Lyles Van Valkenburgh, St. Petersburg, Fla.—CP for new standard station 1340 kc, 250 w and unlimited. (Request facilities of WLAK Lakeland, Fla.)

AM—670 kc

WLAQ Rome, Ga.—Modification CP which authorized new standard station, for approval of antenna and to change type of transmitter.

AM—680 kc

WMPS Memphis—Modification of CP as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change in transmitter location, to change the power from 5 kw night, 10 kw day to 10 kw day and night.

AM—870 kc

Frank Mitchell Farris Jr., Nashville—CP for new standard station 1410 kc, 1 kw, directional antenna for day and night use, unlimited—AMENDED: to change frequency from 1410 to 870 kc; hours of operation from unlimited to daytime only; directional antenna for day and night use to vertical antenna; type transmitter and change transmitter location.

AM—1230 kc

Voice of Borger, Amarillo, Tex.—CP for new standard station 1230 kc, 250 w and unlimited—AMENDED: to change name of applicant from Voice of Borger to Voice of Amarillo; change transmitter location and change studio location.

AM—1290 kc

Texoma Bcstg. Co., Wichita Falls, Tex.—CP for new standard station 1290 kc, 1 kw, unlimited—AMENDED: re officers, directors and stockholders.

AM—1560 kc

Kaw Bcstg., Topeka, Kan.—CP for new standard station 1560 kc, 1 kw night and day, directional antenna for night use, unlimited—AMENDED: to change power from 1 kw night and day to 500 w daytime only; hours of operation from unlimited to daytime, and make changes in vertical antenna.

AM—960 kc

KFVS Cape Girardeau, Mo.—CP to change frequency from 1400 to 960 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to make changes in directional antenna

Going Places Fast in Idaho

KSEI
POCATELLO • IDAHO

and ground system and change transmitter location.

AM—1340 kc

"Show Me" Bcstg. Co., Rolla, Mo.—CP for new standard station 1340 kc, 250 w, unlimited.

AM—930 kc

Aberdeen News Co., Aberdeen, S. D.—CP for new standard station 930 kc, 1 kw, directional antenna day and night, unlimited.

AM—1340 kc

O. J. Falge, Ladysmith, Wis.—CP for new standard station 1340 kc, 100 w, unlimited.

AM—1340 kc

KWRZ Flagstaff, Ariz.—Modification of CP which authorized new standard station, for approval of antenna, change type of transmitter, for approval of transmitter and studio locations.

AM—1370 kc

American Pacific Radio Bcstg. Co., Redlands, Calif.—CP new standard station 1370 kc, 500 w, unlimited.

AM—550 kc

KFMB San Diego—CP to change frequency from 1450 to 1440 kc, increase power from 250 w day and night to 1 kw day and night and make changes in transmitting equipment—AMENDED: to change frequency from 1440 to 550 kc, change type transmitter; install directional antenna for day and night use and change transmitter location.

AM—1140 kc

KGDM Stockton, Calif.—CP to increase power from 5 kw day and night to 10 kw day and night, make changes in directional antenna and install new transmitter.

AM—960 kc

Francisco Rental Co., Victorville, Calif.—CP for new standard station to be operated on 960 kc, power of 5 kw, daytime.

AM—710 kc

Contra Costa Bcstg. Co., San Pablo Island, Calif.—CP for new standard station 710 kc, 1 kw daytime only—AMENDED: to change studio location.

AM—1450 kc

KCNM Clovis, N. M.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and specify studio location.

AM—1320 kc

KXRO Aberdeen, Wash.—CP to change frequency from 1340 to 1320 kc, increase power from 250 w day and night to 1 kw day and night, install new transmitter and directional antenna for night use.

TV—License Renewal

WPTZ Philadelphia—License renewal commercial television station.

Pickup License Renewal

Applications for renewal of remote pickup broadcast license filed by Reading Broadcasting Co., WEGP WEKL WEKM, area of Reading, Pa.; Ashland Broadcasting Co., WEOB, area of Ashland, Ky.

TV—License Renewal

Applications for renewal of experimental television broadcast license filed by Philco Television Bcstg. Corp., W10XP W10XPA W10XPB; Allen B. Du Mont Labs., W2XEM W3XWT W10XKT.

AM—1490 kc

KCID Caldwell, Ida.—Modification of CP which authorized new standard station, for approval of antenna and for approval of transmitter location.

FCC Correction

IN Dec. 9 report of FCC re The News and Observer Publishing Co., Raleigh, N. C., assignment should be 850 kc with power of 1 kw, DA night and engineering conditions, instead of daytime only.

AM—790 kc

KFIO Spokane, Wash.—CP to change frequency from 1230 to 790 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use and to change transmitter location.

Applications Tendered for Filing:

AM—1120 kc

Northampton Bcstg. Co., Northampton, Mass.—CP for new standard station 1120 kc, 250 w, daytime.

AM—840 kc

WHAS Louisville, Ky.—Consent to assignment of license to WHAS Inc.

AM—1020 kc

Smithfield Bcstg. Co., Smithfield, N. C.—CP for new standard station 1020 kc, 1 kw, daytime.

AM—830 kc

WZHD Inc., Warren, Ohio—CP for new standard station 830 kc, 1 kw and daytime only.

AM—940 kc

Monongahela Valley Bcstg. Corp., Charleroi, Pa.—CP for new standard station 940 kc, 250 w and daytime only.

AM—1260 kc

WMOA Marietta, Ohio—CP to move studio location from Marietta, Ohio to Parkersburg, W. Va., increase power from 250 w to 1 kw, change frequency from 1490 to 1260 kc, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—1340 kc

Ledger Publishing Co., Lakeland, Fla.—CP for new standard station 1340 kc, 250 w unlimited.

AM—970 kc

WFLA Tampa, Fla.—CP to make changes in directional antenna for night use, operating on 970 kc, power of 5 kw and unlimited time.

AM—1430 kc

WIL St. Louis—CP to change frequency from 1230 to 1430 kc, power from 250 w to 5 kw day and night, install directional antenna for day and night use and new transmitter and change transmitter location.

AM—1260 kc

Kenneth O. Tinkham, San Fernando, Calif.—CP for new standard station 1260 kc, 1 kw, unlimited, directional antenna for day and night use.

Jan. 13 Decisions . . .

AM—Final Grants

Commission announced adoption of order (B-287) making final grants for:

Rebel Bcstg. Co., Jackson, Miss.—To operate on 620 kc, 5 kw day, 1 kw night, DA night; conditions.

WROL Knoville, Tenn.—To increase power from 500 w, DA night, 1 kw day, to 5 kw DA, unlimited, 620 kc; conditions.

KWFT Wichita Falls, Tex.—To increase power from 5 kw day, 1 kw night, DA, unlimited, to 5 kw, using DA nighttime only, 620 kc; conditions.

Order Rescinded

Southeastern Bcstg. System, Sanford, Fla.—Adoption of order by Commission rescinding order of Jan. 8 which granted application for new station, 1400 kc, 250 w, unlimited, pending further study of qualifications of applicant.

Jan. 14 Decisions . . .

BY THE COMMISSION

AM—1460 kc

WMBR Jacksonville, Fla.—Granted change operating assignment from 1400 kc, 250 w, unlimited, to 1460 kc, 5 kw, DA-N, unlimited; engineering conditions and subject to further condition that its stockholders divest themselves of any and all interest in WFOY St. Augustine.

AM—1460 kc

Chattahoochee Bcstg. Co., Columbus, Ga.—Granted new station on 1460 kc, 1 kw, DA, unlimited, engineering conditions and subject to filing mod. of CP specifying modified directional antenna array.

AM—1420 kc

WRBL Columbus, Ga. — Granted change operating assignment from 1230 kc, 250 w, unlimited, to 1420 kc, 5 kw, DA-N, unlimited; engineering conditions.

AM—1430 kc

WLAK Lakeland, Fla.—Granted change assignment from 1340 kc, 250 w, unlimited, to 1430 kc, 1 kw, unlimited; engineering conditions.

Applications Denied

City of Sebring, Sebring, Fla.—For new station, 1430 kc, 1 kw, unlimited.

A. Frank Katzentine, Orlando, Fla.—For new station, 1420 kc, 5 kw, DA-N, unlimited.

Muscogee Bcstg. Co., Columbus, Ga.—For new station, 1450 kc, 250 w, unlimited.

Georgia-Alabama Bcstg. Corp., Columbus, Ga.—For new station, 1450 kc, 250 w, unlimited.

WWPG Palm Beach, Fla.—To change operating assignment from 1340 kc, 250 w, unlimited, to 1420 kc, 1 kw, unlimited.

BY COMMISSIONER WALKER

Louisiana Bcstg. Co., New Orleans—Ordered that consolidated hearing on application of Louisana Bcstg. Co., et al, be advanced from Mar. 14 to Feb. 17 at Washington.

Publix Bcstg. Service of Charlotte, Charlotte, N. C.—Removed from hearing docket application for CP.

KBIX Muskogee, Okla.—Commission on its own motion continued hearing on KBIX application for renewal of license and CP for FM station, now scheduled for Jan. 15 to Feb. 17 at Muskogee, Okla.

Atlantic Radio Corp., Boston, and Bristol Bcstg. Co., New Bedford, Mass.—Commission on its own motion continued consolidated hearing on these applications from Jan. 20 to Feb. 4.

WHA Madison, Wis.—Granted in part petition for continuance of hearing on application of Radio Peoria and continued said hearing to Jan. 20.

BY COMMISSIONER WAKEFIELD

Huntington Bcstg. Co., Huntington, Calif.—Scheduled further hearing on applications of Huntington Bcstg. Co., et al, for Mar. 10.

Jan. 14 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

WHIN Geneva, N. Y.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location and to specify studio location

AM—1450 kc

WWSC Glens Falls, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WNBZ Saranac Lake, N. Y.—License to cover CP which authorized change in frequency, increase power, change hours of operation, install new transmitter and vertical antenna and change transmitter and studio locations and authority to determine operating power by direct measurement of antenna power.

AM—810 kc

WASL Annapolis, Md.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WHOB Gardner, Mass.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1290 kc

WTUX Wilmington, Del.—Modification of CP which authorized new standard station, to make changes in antenna, to change type of transmitter and to specify studio location.

FM—Commencement Date

WOL-FM Washington—Modification of CP which authorized new FM station, to change antenna height, make changes in antenna system and change commencement and completion dates.

AM—1400 kc

WBOB Galax, Va.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1550 kc

WLOA Braddock, Pa.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location.

AM—1540 kc

WKMH Dearborn, Mich.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1320 kc

WNGO Mayfield, Ky.—License to cover CP as modified, which authorized new

(*Continued on page 62*)

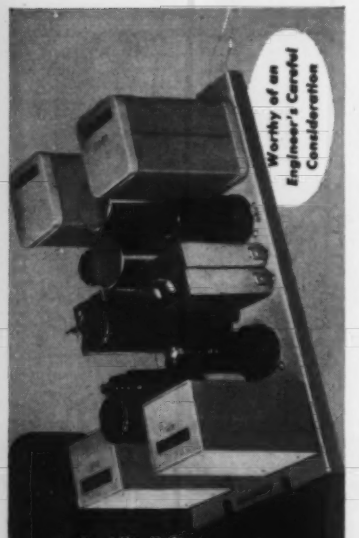
COUSIN KATEY
says:

Dear Cousin:

Sure wish you could've been here during the Holiday season. The poinsettas sure were pretty. And that isn't a bum steer, cousin, cause there aint no bum steers in Texas, no ma'am! Down here at KTSA everybody's workin' hard, tryin' to pay off the Christmas bills. Rex Preis, our commercial manager, spent last week in Houston at the 10th Dist. A.F.A. convention. Understand he's goin' up to see Cousins Tom Peterson at T-H-S in Chicago and Roy Cowan at T-H-S in New York and all his agency friends. Don't blush, cousin, but I heard our G.M., George Johnson, tell him to be sure to give you a big kiss for him. Mmmm! By the way, our cowboy cousin, Tex Looney, (who does the "Song Corral" each mornin' from 8 to 8:30 over KTSA) went to buy a suit. The salesman told him, "Tex, that suit is made from pure virgin wool," and Texas answered: "To heck with the sheep's morals! Will the suit hold a press?" He's a card, cousin! And he's awful good lookin' and I sure want you and all those nice folks up there to come down so I can introduce you to him. Well, gotta go to work now. The Boss says sometimes I'm the laziest gal in the country. Hoping you are the same. Love and kisses.

Your Favorite Cousin
Katey Essay

KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS Is.
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN Radio Sales
CBS LSC



Featuring FM quality, low noise level, and compact construction, the Langevin 111 series, dual pre-amplifier consists of two individual, two stage amplifiers on the same chassis. With a fixed gain of 47 db, this amplifier has an output level of +16 DBM. The output noise is equivalent to an input signal of —124 DBM over a band width of 20,000 cycles. This amplifier is available with input impedance 30,250, or 600 Ohms; output impedance 600 Ohms. Later models provide 150 and 600 Ohms in both input and output coils.

A complete data sheet can be obtained by writing to Dept. D-1

The Langevin Company

INCORPORATED

NEW YORK · 37 W 65 St. 23 · SAN FRANCISCO · 1050 Howard St. 3 · LOS ANGELES · 1000 N Seward St. 38

PRE-AMPLIFIER BY *Langevin*

FCC Actions

(Continued from page 61)

Applications Cont.:

standard station and authority to determine operating power by direct measurement of antenna power.

AM—1570 kc

KAKC Tulsa, Okla.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

KGKL San Angelo, Tex.—Authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

KEBE Jacksonville, Tex.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1110 kc

WALT Tampa, Fla.—License to cover CP as modified, which authorized new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

WHAL Shelbyville, Tenn.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

WJXN Jackson, Miss.—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WCJU Columbia, Miss.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—660 kc

WESC Greenville, S. C.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and to specify studio location.

AM—1490 kc

WLOE Leaksville, N. C.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WCNI Wilmington, N. C.—License to cover CP as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

WSGC Elberton, Ga.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—710 kc

WROM Rome, Ga.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

KORS Paragould, Ark.—License to cover CP as modified, which authorized a new standard station and authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Radio Bcstg. Memphis, Tenn.—CP for new FM station on frequency to be assigned by FCC and coverage of 13,972 sq. mi.—AMENDED: to change studio location from West Memphis, Ark. to Memphis, Tenn.

AM—1450 kc

WTBC Tuscaloosa, Ala.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WGWC Selma, Ala.—License to cover CP as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

WHMA-FM Anniston, Ala.—Mod. of CP as modified, which authorized new FM station to change type of transmitter, effective radiated power, antenna height, make changes in antenna system and change commencement and completion date.

AM—1280 kc

KSOK Arkansas City, Kan.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1090 kc

WCRA Effingham, Ill.—Mod. of CP which authorized new station, for approval of antenna, and transmitter location and to specify studio location.

AM—1320 kc

KXLW Clayton, Mo.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1430 kc

WIL St. Louis—CP to change frequency from 1230 to 1430 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter location.

FM—Commencement Date

KOAD Omaha—Mod. of CP which authorized new FM station, to increase operating power, change effective radiated power and change commencement and completion dates.

AM—1330 kc

KFAC Los Angeles—Mod. of CP as modified, which authorized increase in power, installation of new transmitter and directional antenna for day and night use, to change type of transmitter.

AM—1230 kc

KVCV Redding, Calif.—Mod. of CP which authorized installation of new transmitter, for extension of commencement and completion dates.

AM—1130 kc

KPDU Dinuba, Calif.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

KAVR Havre, Mont.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

KEYY Pocatello, Ida.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

KTRC Santa Fe, N. M.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

KUIN Grants Pass, Ore.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

FM—Unassigned

Medford Printing Co., Medford, Ore.—Mod. of CP which authorized new FM station, to change type of station, specify type of transmitter, effective radiated power and specify antenna system.

Application Returned:

WNAC Boston, Mass.—CP to change frequency from 1260 to 1200 kc, increase power from 5 to 50 kw and install new transmitter. Violation of Rule 3.25 (a) and 3.25 (b).

Applications Dismissed:

KOSA Odessa, Tex.—Mod. of CP as modified, which authorized new standard station to change type of transmitter and to specify studio location. Request of attorney.

AM—1280 kc

WMIN St. Paul, Minn.—CP to change frequency from 1400 to 1220 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter and studio locations. Request of attorney.

License Renewal

NBC New York—License renewal of experimental television stations W2XBT W2XBU.

KVSF Santa Fe, N. M.—License renewal.

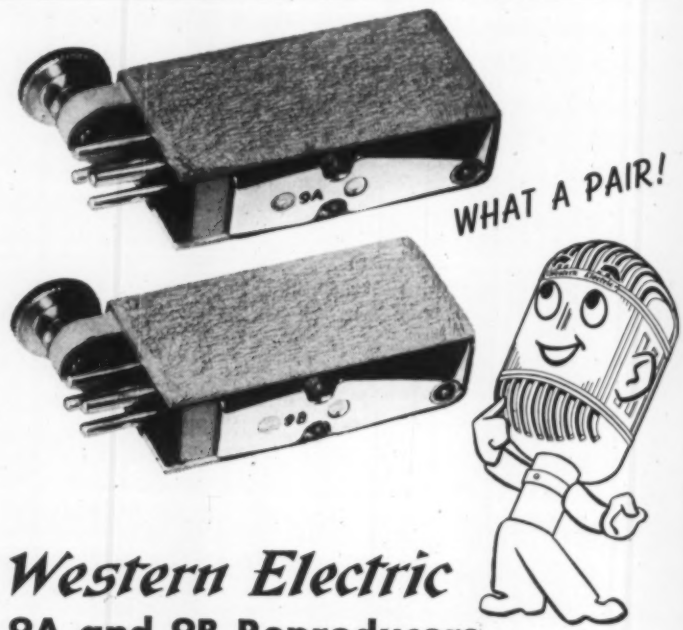
Applications Tendered for Filing:

AM—1190 kc

Borinquen Bcstg. Co., Caguas, P. R.—CP for a new standard station to be operated on 1190 kc, 250 w, unlimited.

AM—1440 kc

Catonsville Bcstg. Co., Catonsville, Md.—CP for a new standard station to be operated on 1440 kc, 250 w and daytime.



Western Electric

9A and 9B Reproducers

Both assure faithful reproduction of either vertical or lateral transcriptions. The 9A has a diamond stylus tip with a 2 mil radius. It is especially good for use with the narrow grooves of vertical cut discs. The 9B, with a sapphire stylus tip of 2½ mil radius, is especially good for use with the wider grooves employed in the lateral cut records. For full details, write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.—or

ASK YOUR LOCAL **GraybaR**

BROADCAST REPRESENTATIVE

AM—1490 kc

County Bcstg. Co., El Campo, Tex.—CP for a new standard station, 1490 kc, 250 w, unlimited.

AM—950 kc

KFSA Fort Smith, Ark.—Mod. of CP to change hours from daytime to unlimited and install directional antenna for night time.

AM—1240 kc

Inland Broadcast Co., Weiser, Idaho—CP for a new standard station, 1240 kc, 250 w and unlimited.

Jan. 15 Applications . . .

ACCEPTED FOR FILING

Remote Pickup

American Colonial Bcstg. Corp, area of San Juan, and Northeast Puerto Rico, Arecibo, P. R.—CP for new remote pickup station on 1622, 2058, 2150 and 2790 kc, power of 250 w and emission A3.

AM—550 kc

The Fairfield Bcstg. Co., Danbury, Conn.—CP for new standard station 550 kc, 500 w night, 1 kw day, DA for night use and unlimited.

TV—Commencement Date

WJAR-TV Providence, R. I.—Modification of CP which authorized new commercial television station, for extension of commencement and completion dates.

AM—810 kc

WASL Annapolis, Md.—Modification of CP as modified, which authorized new standard station, to change studio location.

TV—54-60 mc

The Fort Industry Co., Detroit—CP for new commercial television station on channel 2, 54-60 mc.

FM—103.1 mc

Unity Corp., Mansfield, Ohio—CP for FM station on frequency to be assigned—AMENDED: to change frequency from "to be assigned by FCC" to channel 276, 103.1 mc, type of transmitter, ERP from 864.9 w to 6.9 kw and make changes in antenna system.

AM—830 kc

Beaver Valley Radio, Beaver Falls, Pa.—CP for new standard station 830 kc, 250 w, daytime only.

FM—Unassigned

Unity Bcstg. Corp. of Pennsylvania, Philadelphia—CP for new metropolitan FM station on frequency to be assigned by the chief engineer of FCC—AMENDED: to change type of transmitter, transmitter location and make changes in antenna system.

FM—97.9 mc

WDAS Philadelphia—CP for new FM station on 47,700 kc—AMENDED: to change frequency from 47,700 kc to channel 250, 97.9 mc, ERP from 32 kw to 20 kw, type of transmitter and make changes in antenna system.

FM—103.5 mc

Independence Bcstg. Co., Philadelphia—CP for new metropolitan FM station channel 78, 103.5 mc—AMENDED: to make changes in antenna system.

AM—1240 kc

WCHV Charlottesville, Va.—License to cover CP which authorized installation of new transmitter.

AM—1240 kc

Radio Bluefield Co., Bluefield, W. Va.—CP for new standard station 1240 kc, 250 w unlimited.

AM—950 kc

WKNA Charleston, W. Va.—License to cover CP as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1320 kc

KWHN Fort Smith, Ark.—Modification of CP as modified, which authorized a new standard station, for extension of completion date.

AM—1320 kc

WJHP Jacksonville, Fla.—Modification of CP as modified, which authorized increase in power, installation of new transmitter and DA for night use, and change in transmitter location, for extension of completion date.

AM—1220 kc

Florida East Coast Bcstg. Co., Miami—CP for new standard station 1220 kc, 250 w daytime.

Change of Name

WQER Atlanta, Ga.—Modification of license to change corporate name to Board of Regents of University System of Georgia, for and on behalf of Georgia School of Technology.

AM—1490 kc

WJJM Lewisburg, Tenn.—Modification of CP as modified, which authorized new standard station, for extension of completion date.

AM—1000 kc

KGRI Henderson, Tex.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

Remote Pickup

KTRH Bcstg. Co., area of Houston, Tex.—CP for new remote pickup broadcast station on 30.82, 33.74, 35.82, 37.98 mc, power of 2 w and emission A3.

AM—940 kc

Tyler Bcstg. Co., Tyler, Tex.—CP for new standard station 940 kc, 250 w daytime.

AM—1230 kc

WQUA Moline, Ill.—Voluntary assignment of license to Moline Bcstg. Corp.

AM—980 kc

Grain Country Bcstg. Co., Peru, Ill.—CP for new standard station 980 kc, 500 w night, 1 kw day, DA for day and night and unlimited.

FM—Commencement Date

WTMJ-FM Milwaukee—Modification of CP which authorized change in FM broadcast station, to change type of transmitter and commencement and completion dates.

AM—1240 kc

WOBT Rhinelander, Wis.—Modification of CP which authorized new standard station, for approval of antenna and to change studio location.

AM—1020 kc

KFVD Los Angeles—Modification of CP as modified, which authorized installation of new transmitter and antenna, increase in power and change in transmitter location, for extension of completion date.

AM—1450 kc

KMYC Marysville, Calif.—CP to make changes in transmitting equipment, install new vertical antenna and mount FM antenna on top of AM tower.

AM—1340 kc

Bay Radio, North Bend, Ore.—CP for new standard station 1340 kc, 250 w unlimited.

TV License

W6XIS Salt Lake City—License to cover CP which authorized new experimental television station.

Relay License

KBWZ Seattle—License to cover CP which authorized new relay station.

CP—Remote

Frontier Bcstg. Co., Cheyenne, Wyo.—CP for new remote pickup station on 1606, 2074, 2102, 2758 kc, 50 w and emission A3.

License Renewal

Applications for renewal of standard broadcast license filed by KAND Corsicana, Tex.; KSOO Sioux Falls, S. D.; WNHC New Haven, Conn.

AM—910 kc

The Central Connecticut Bcstg. Co., New Britain, Conn.—CP for new standard station 910 kc, 5 kw, DA for day and night use, unlimited—AMENDED: re stockholders.

FM—98.1 mc

WMNE Boston—CP to change frequency from 43.9 mc to channel 50, 97.9 mc, change coverage from 31,000 square miles to "to be furnished"; move studios, make changes in antenna system, and install new equipment—AMENDED: to change frequency from channel 50, 97.9 to channel 251, 98.1 mc, ERP from 40.3 to 23.2 kw, move studio location and make changes in antenna system, specify transmitter.

AM—1570 kc

Louisville Bcstg. Corp., Louisville, Ky.—CP for new standard station 1570 kc, power of 1 kw and daytime.

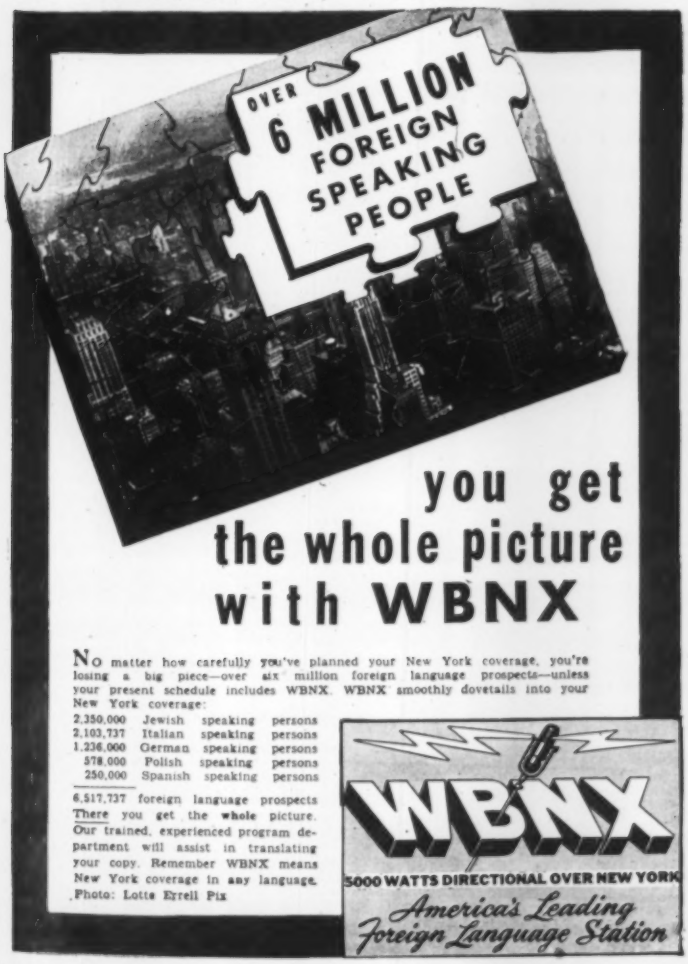
AM—1400 kc

WHDF Laurium, Mich.—CP to install new vertical antenna and change transmitter and studio locations to site to be determined, Houghton, Mich.

AM—1310 kc

WNAE Warren, Pa.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

(Continued on page 80)



you get the whole picture with WBNX

NO matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish	speaking persons
2,103,737	Italian	speaking persons
1,236,000	German	speaking persons
578,000	Polish	speaking persons
250,000	Spanish	speaking persons
6,517,737	foreign language prospects	

There you get the whole picture. Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language.

Photo: Lotte Errell Pix

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

... cover Texas' Twin Cities with WRR-KFJZ

Here's a set-up that now gives the wise advertiser a chance to snooker those ad-budget troubles . . . with double results for one price:

Take (1) two great markets (2) two dominant 5000-watt stations (3) a billion-dollar buying income (4) a simultaneous-or-separate-hour schedule, and (5) a long established listener-loyalty — then watch the happy combination rack up double-dollar results at single-dollar expense.

For *buying power* look to Dallas and Fort Worth.

For *pulling power* look to WRR and KFJZ.

Steer your budget clear of the eight-ball *now* . . . get two for one price.

W R R
5000 WATTS
1310 KC.
K F J Z
5000 WATTS
1270 KC.

TEXAS' BEST RADIO BUY
WRR DALLAS
KFJZ FT. WORTH
TWO STATIONS FOR ONE PRICE

REPRESENTED BY
WEED & CO.
NEW YORK DETROIT CHICAGO
BOSTON ATLANTA HOLLYWOOD

WHY
did
193
DIFFERENT
NEWSPAPERS

81
DIFFERENT
RADIO
STATIONS

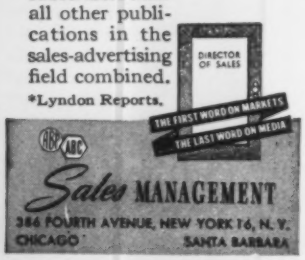
advertise in
SALES
MANAGEMENT
during the first six months of 1946?*

There are many important reasons but here are two big ones:

1. Media men realize the importance of effectively telling their story to the top sales executive, the man who has THE FIRST WORD ON MARKETS and THE LAST WORD ON MEDIA.

2. Media advertisers know that the *one sure path* to the sales director's desk is a consistent advertising campaign in SALES MANAGEMENT, the only publication edited for the sales officials of national advertisers, and the magazine with more sales executive subscribers than all other publications in the sales-advertising field combined.

*Lyndon Reports.



PROGRAMS

INFORMATIVE program series on television, "This Is Television," is being presented by KMPC Hollywood in weekly half-hour format. Moderated by Bill Leyden, program includes five-minute talk on television, guest appearances of stage or screen personalities, and round table by four individuals on video. Hollywood Sound Institute is sponsoring series through Adolphe Wenland Adv., Los Angeles, for 13 weeks.

KWSC Offers Show

KWSC Pullman, Washington State College noncommercial station, has developed program called "The Lamplighters," featuring new regional glee club talent. Show has been receiving weekly airings and various tested formats since last October and now is ready for programming on any Washington, Oregon, or Idaho outlet at cost only of lines from KWSC studios, or on discs, on once-a-week sustaining basis. Jeanne Foster directs 20-voice choir with vocal arrangements from jive to classics. KWSC Jan. 21 also will start weekly "Campus Showcase," built around student comedy talent, 14-piece orchestra, vocalists and chorus from the state college.

Midwesterners Interviewed

MIDWESTERN careerists in New York are to be heard on "Crossroads Cafe," 6:30 p.m. weekday show originating in WINS New York studios and heard over WLW Cincinnati. Dorothy Day, m.c. of show, plans to interview persons from Ohio, West Virginia, Indiana and Kentucky who have left Midwest for careers in New York. Crosley Broadcasting Corp. moved "Crossroads Cafe" from WLW to WINS soon after New York outlet was purchased, feeling that larger city offered more celebrities for interviews.

Odds on Anything

CHANCE provides central theme of "Wizard of Odds" program started on KFI Los Angeles. Written and conducted by Leo Guild, Warner Bros. film press agent, show tells listeners of their chances on anything, along with Hollywood personality interviews of their chances and dramatized incidents in news dealing with chance. Listeners are invited to submit questions on their chances in any situation they seek.

Teen-Agers' Opinions

TEEN-AGERS' opinions versus those of musical experts is the theme of new show "Tunes on Trial" over WWDC Washington, Sat. 10-10:30 a.m. Show presents new recordings and teen-agers give their opinions on melody, orchestration and instrumentation, and rate tune as hit or flop. Each week a different guest, with professional musical background, appears and discusses his opinion of tunes with the youngsters.

Recorded Music Quiz

QUESTION - AND - ANSWER recorded music series has been started on WOR New York five days weekly 9-9:15 a.m. Show, called "Record Riddles," is conducted by Jack Barry. Listeners who send in questions used on program receive prizes and first listener to telephone correct answer also wins gift, ranging from perfumes to pen-and-pencil sets.

Bowling Review

SPORTS PROGRAM titled "Bowling Billboard," presented by Ed Little on WHAM Rochester, N. Y., includes league standings, high scores and national and state tournament requirements. Mr. Little also interviews people prominent in bowling circles in the Rochester vicinity. Program is aired Sat. 6:30 p.m.

Carries Auditions

BROADCASTS of 1947 Atwater Kent Foundation auditions are being carried for second successive year by ABC, originating from KECA Hollywood. Competition among non-professional soloists, who have passed 18th birthday but not reached 29th birthday, offers $10,000 in prizes.

Los Angeles Safety

TRAFFIC safety campaign for Los Angeles area will be jointly undertaken in February by Los Angeles Men's and Women's Junior Ad Clubs. Using theme of "One Out of Two Might Mean You," all media will be used including radio. Co-chairmen of radio division are Ray Cormier, Allied Adv. Agencies, and Geri Nolan, Smalley, Levitt & Smith.

PROMOTION plans for the 1947 Mile of Dimes campaign are discussed by Fred Jones (l), owner of KFMJ Tulsa, Okla., and Gary Y. Vandever, department store owner and news sponsor of KFMJ.

G.I. College Life

DRAMATIZATIONS of new G.I. college life are featured on "Operations College" over WMFF Plattsburg, N. Y., Sat. 11:15 a.m. Show presents members of radio workshop at Champlain College, former Plattsburg barracks and first of three G.I. colleges opened in New York State. Champlain College also has 7:45 p.m. Wednesday spot on WMFF presenting members of its music department.

Dramatic Readings

A SERIES of dramatic readings by Roger Elliott of children's classics has started on Mutual, Mon. through Fri. 4:30-4:45 p.m. Titled "Adventure Parade," the programs feature such tales as "The Secret Garden," "Legend of Sleepy Hollow" and others.

WJZ Ski News

SKI NEWS and conditions in New York state and New England are broadcast on two WJZ New York programs during ski season. On Thursday and Friday Ray Knight airs information on his "Good Morning—It's Knight" show, 7:15-8 a.m., as does Allen Prescott on his 6:30-6:45 p.m. program.

Ex-Convicts Speak

SERIES of programs titled "I Was a Convict," featuring ex-convicts discussing their lives and crimes, has begun on WQXR New York, Sun. 7:30-8 p.m. Opening with a dramatization of the crime which the speaker committed, the program continues with a frank discussion of the crime between the ex-criminal and Edwin Lukas, executive director of the Society for the Prevention of Crime.

Atheism Panel

ISSUE of broadcasts on atheism was discussed in a round table program on WIP Philadelphia Jan. 12. Program was part of the station's "Forum of Public Opinion" and the subject was inspired by the West Coast controversy. Participating in the panel were Rabbi W. H. Fineshriber, representing the Jewish faith; Rev. Daniel A. Poling, representing the Christian faith; and Wolsey Teller and Marshall Gouvin, members of the Philadelphia Rationalist Group which includes atheists, agnostics and deists.

Corwin Series on CBS

THE RECORDINGS which Norman Corwin made on his trip around the world last year as winner of Freedom House's One World Award will form the major basis of his new 13-week CBS series, "One World Flight," begun Jan. 14 Tues. 10-10:30 p.m. The State Dept. has requested permission to send recordings of the series to its consulates and embassies throughout the world.

About Toronto

SERIES of six broadcasts on the city of Toronto are being aired on CJBC that city at the request of the Board of Education. Broadcasts, heard in schoolrooms Thursday mornings, present dramatized information about the city's history, government, school system and citizens.

Amateur Composers

NEW series of programs, "Compose Yourself," featuring D'Artega, composer-conductor, has started on WNEW New York, Thurs. 9-9:15 p.m. Series gives amateur songwriters an opportunity to feature their compositions in a professional performance with D'Artega selecting the songs to be aired.

Community Show

WWRL Woodside, L. I., N. Y., and the Parkchester, Bronx, community newspapers have joined to present a new program, "Salute to Parkchester" which is cooperatively sponsored by Parkchester merchants. Broadcast on a strictly community basis presenting local news, record requests and local talent, series is heard Fri. 1:30-2:05 p.m.

Option Dropped

AMERICAN TOBACCO Co. (Lucky Strike cigarettes), has dropped its option on Joan Edwards who has been a regular singer on CBS "The Hit Parade." Starting Jan. 18 the CBS series will feature different top-name vocalists on single programs. Foote, Cone & Belding, New York, is agency.

Home Building

NEW WEEKLY quarter-hour program on CBC Trans-Canada network, "New Homes Wanted," presents talks by architects, social workers, psychologists and housing experts on home building.

Workshop Extended

WRGB Schenectady, General Electric video station, has extended until the end of February the weekly television programs of the Television Workshop, New York.

COLUMBIA PICTURES Corp. has purchased film title rights to "Make Believe Ballroom" on KLAC Hollywood from Al Jarvis, disc m.c.

The COMBINATION to GEORGIA

all CBS available at combination rates

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY
THE KATZ AGENCY, INC.

CITATION for "exemplary endeavors in the field of radio journalism" was presented to Cliff Evans (r), managing editor of WLIB New York News Bureau, by John McManus, president of the New York Newspaper Guild. This is the first time in radio history that the Guild has made such an award. Presentation was made at the Waldorf-Astoria at the Page One Ball.

Cultural Radio Programs Get Guatemala's Support

MINISTRY of Communications and Public Works of Guatemala has issued an executive order to Guatemalan National Radio Stations requiring them to devote the most time possible to cultural programs. At the same time, the stations were allowed the following time limits for commercial announcements:

Two minute commercial for a five-minute program, three and a half minutes for ten-minute program, four and a half minutes for 15-minute program, five and a half minutes for 20-minute program, six and a half minutes for 25-minute program, eight minutes for half hour program, 15 minutes for one hour program.

Scripts also will have to be delivered to the Ministry of Communication 24 hours before broadcast time.

"Ever since 'Bride and Groom' went on WFDF Flint, it's been like this."

RMA Asks Removal Of Tax on Radios

10% Excise Levy on Receivers Called Handicap to Industry

REMOVAL of the 10% manufacturers' excise tax on radios and phonographs was asked last week in letters received by Sen. Eugene D. Millikin (R-Col.), chairman of the Senate Finance Committee, and Rep. Harold Knutson (R-Minn.), chairman of the House Ways & Means Committee. The letters were sent on behalf of Radio Manufacturers Assn. by Joseph Gerl, chairman of RMA's Excise Tax Committee and president of Sonora Radio & Television Corp.

The tax, which is a permanent levy and not one of the war excise taxes affected by the President's declaration that hostilities had ended, was adopted in 1941, doubling the previous 5% impost.

Mr. Gerl wrote that the tax had the practical effect of increasing prices on radio receivers and television sets, thereby decreasing sales, production and employment in radio factories. He said that in the case of FM the tax cripples an infant industry by deterring the public from buying FM sets. Only the sound equipment in a television receiver is taxable under a recent Revenue Bureau ruling.

Competitive Inequities

The tax gravely handicaps educational and cultural activities, Mr. Gerl wrote. It results in competitive inequities in the radio industry, where the average net return is 2.7%, and is difficult to collect, especially when it applies to parts manufacturers. Yield to the Government is only 1.2% of the excise tax income from the bulk of manufacturing industries, he said, and many of these industries are not nearly as important to the American public as the radio industry.

Members of the RMA Excise Tax Committee besides Mr. Gerl are A. G. Gardner, Colonial Radio Corp.; Ben Abrams, Emerson Radio & Phonograph Corp.; A. A. Brandt, General Electric Co.; George Haase, Operadio Mfg. Co.; Henry G. Kobick, Webster Electric Co.; A. M. Freeman, RCA; E. A. Nicholas, Farnsworth Television & Radio Corp.; Thomas A. White, Jensen Mfg. Co.; Chester M. Wilcox, Wilcox-Gay Corp.; W. R. Wilson, Philco Corp.; N. E. Wunderlich, Federal Telephone & Radio Corp.

KCOY on Air

KCOY Santa Maria, Calif., was to start operation Jan. 17, according to Frank Weltmer, station manager. Operating on 1400 kc, as an ABC affiliate, station is owned by News-Press Pub. Co., Santa Barbara, operator of KTMS that city. Offices are located at 114 West Cook St. Two way line between KCOY and KTMS is maintained for exchange of programs.

TURNTABLE

INTERNATIONAL ARTISTS RECORDING, Hollywood, has announced plans for building new independent broadcasting and recording facilities at cost of more than $25,000. Hollywood Officer's Club building at Sunset Blvd. and Las Palmas will be renovated to contain five studios, one of which will be studio theatre. When completed, organization will move from present location at 5200 Sunset Blvd.

ASSOCIATED MUSIC PUBLISHERS has extended music licensing agreements with KATE KBND KFFA KFJI KFRE KFSD KFXJ KGCU KGGF KMA KMYC KOIN KPAC KROY KSTP WAVE WBIR WCAU WCBS WCMI WEIM WGH WGN WHAM WHBC WIBW WLAP WMOB WNAX WOPI WPAY WSGN WSIX WTMJ WTAR WTSP WWJ. New agreement also has been completed with WPAM Pottsville, Pa.

DR. VICTOR KING of the New England Conservatory of Music has been elected treasurer of new radio production agency, Griffin, Boyle & King, New York.

WILLIAM L. RHODE, Navy veteran and feature writer in transportation field, and **EUGENE C. ZACK**, Army veteran and former feature writer and head of the rewrite desk of the Springfield (Mass.) Daily News, have joined Film Group Inc., Springfield, producer of television programs on film and movies for educational purposes.

JACK CHERTOK, head of Apex Film Corp. and recently named film consultant to the Times-Mirror Co., in exclusive tie-up made with the Los Angeles Times' new commercial television station will supply or supervise all picture needs of the station. The video outlet was granted Dec. 19 on channel 11, 198-204 mc.

JOHN WOLFE & Co., San Francisco, has taken over the recording business of Photo and Sound. Executive direction of the firm will be shared by **JOHN WOLFE**, who has managed the department for six years; **PAUL WILLIAMS** and **HOWARD RIDDELL**. New firm is at 141 New Montgomery St.

RONALD R. AMES, formerly with Paramount Pictures, has joined International Recording Studios as sales manager in Hollywood.

BETTY HUTTON, vocalist, has signed new contract to record for Capitol Records.

NBC Radio-Recording Division has completed recording third 12-program series of "Radio Edition of the Bible" for the Joint Religious Radio Committee of the Congregational, Christian, Methodist and Presbyterian Churches. Programs were written and produced by Eric Barnouw for distribution to U. S. radio stations.

Holles, CBS; Hunt, MBS On Army European Trip

TWO NETWORK newsmen, Everett Holles for CBS and Frazier Hunt for MBS, left Tuesday for a month's European tour at the invitation of Secretary of War Robert P. Patterson. Along with other newsmen they will observe American occupation troops and military government.

Itinerary includes Frankfurt, Stuttgart, Munich, Paris, Vienna, Trieste and Rome. Mr. Holles is reporting direct to WBBM Chicago by shortwave and transcription. His cabled reports are heard on WBBM Monday-Friday, 6:05-6:15 p.m. (CST). In addition he is participating in the CBS *News of the World* program Monday-Saturday, 7-7:15 a.m. (CST), Sunday 8-8:15 a.m. (CST).

Mr. Hunt is broadcasting reports from Europe when feasible, with no definite pick-up schedule. NBC and ABC turned down the tour invitation.

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SAN DIEGO

94.2% of San Diego's men and women BUYERS are reached by KFMB from the "inside". You can CATCH this tremendously wealthy E-X-P-A-N-D-I-N-G market when you sell San Diego on KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
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Delivers
Coverage of
North Carolina's
No. 1 Market

- Winston-Salem
- Greensboro
- High Point

WSJS
WINSTON-SALEM

NBC

Affiliate for
THE TRI-CITIES
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Represented by
HEADLEY-REED COMPANY

TECHNICAL

THEODORE F. SEARL has succeeded **FRANK N. BERNATO** as chief engineer of WICA Ashtabula, Ohio. Mr. Bernato is attending Ohio State U.

JOHN STUREK, recently discharged from Army Signal Corps as radio and radar technician, has joined KOAD Omaha engineering staff.

FEDERAL TELEPHONE & RADIO Corp., Newark, is manufacturing a small-diameter, polyethylene insulated wire for the winding of loop antennas for home radio receivers. Identified as K-1044, the wire is constructed of bare soft copper and has an overall diameter of only .038 inches. The company claims the wire to be highly resistant to water, acids and oils, thus insuring efficient receiving operation under all atmospheric conditions. Federal last week also announced that a simple, low cost FM and television receiving antenna can be constructed with the use of 300 ohm lead-in wire K-1046, manufactured by the company. K-1046 is polyethlyene insulated, which makes it weather resisting and flexible, even in sub-zero climate.

CROSLEY Division of the Aviation Corp. presented its first television receiver model at the American Furniture Mart's winter show at Chicago. Advertised features are: a swivel tube mounting which pivots over a 60 degree angle; a continuously rotatable switch providing from one to eight television channels by means of channel selector plug-in units, and a hermatically-sealed channel selector. Set operates on standard band, FM band (88-108 mc) and also includes automatic record changer. Cabinet is 37½ inches wide and 18 deep.

SYLVANIA ELECTRIC PRODUCTS, New York, Electronics Division, has developed two new types of Geiger-Mueller tubes suitable for a wide range of laboratory and industrial applications. When used with auxiliary apparatus, the tubes detect radiations emitted by radioactive substances by responding to the individual sub-atomic particles and protons comprising such radiations. New tubes are designed for those engaged in the research and practical application of nuclear physics.

JAMES A. MacFARLAND, with WWSW Pittsburgh since 1934, and control room supervisor, has resigned to become chief engineer of Pittsburgh Broadcasting Co., assigned new daytime station in that city on 1080 kc with 1 kw. During the war he served four years in the Pacific with the Navy as radio technician.

DAVE TULLEN, CBS television technician, has been elected IBEW shop steward for this year for union members of WCBS-TV New York.

ALEX FILIPOVICH is new first class engineer at WJNC Jacksonville, N. C. He replaces **RAY CUMMINS**, resigned.

KEN UTHUS, engineer at KWSC Pullman, Wash., is recovering from strep throat infection.

EDWARD PARK, formerly with engineering staff of WFIL and WCAU Philadelphia, has joined KRHO Oahu, T. H., international short-wave station of State Dept., OIC, in similar capacity.

DR. IGOR N. ZAVARINE, former professor of physical metallurgy at Massachusetts Institute of Technology, has been added to the metallurgical research staff of Sylvania Electric Products, Bayside, N. Y.

KYLE GOODMAN of WTOC Savannah, Ga., engineering staff is the father of a girl.

TELEVISION AGENCY OPENS IN NEW YORK

SACKETT & PRINCE Television Productions has opened offices at 681 Lexington Ave., New York, as an agency to produce and place television programs. According to Barney Sackett, general manager, the new firm will introduce new techniques designed to exploit television's full possibilities as an advertising as well as an artistic medium.

Company has announced more than 18 shows planned for this year, including *Night Club*, a video tour of Broadway night spots; *Sports Quiz*, pitting sports writers against players and coaches; *Disc Jockey*, with performers playing their most popular recorded tunes; *Lore of the Land*, dramatic presentations of American legends, and others.

Staff includes Michael Prince, sports director; Pauline Sharpe, writing director; Andre Brummer, technical research director for live music; Harold Prince, head of the advertising and public relations department.

FEDERAL Telephone & Radio Corp., Newark, has developed a high-performance power triode designed to meet the specific requirements of FM transmission service in the 88 to 108 mc band with a maximum output up to 110 mc. Designated as the 7C27, it is one of the first tubes that, in pairs, provides 10 kw output.

Ethridge Confirmed

NOMINATION of Mark Ethridge, publisher of the *Louisville Courier Journal* and *Times* as U. S. Representative on the United Nations Security Council Commission investigating Balkan problems, was confirmed Monday by the Senate. Mr. Ethridge sailed last week for Europe on a Balkan investigation mission. Before sailing he conferred with President Truman and former Secretary Byrnes.

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10 FM Conditionals, 20 CPs Granted

FCC Announces Actions; Six Grantees Also In AM Field

CONDITIONAL GRANTS for 10 FM stations and construction permits for 20, including eight issued in lieu of previous conditions, were authorized by FCC last Thursday.

Six of the conditional grantees are also in the AM field. All given Class B authorizations, these are WOW Omaha; Crosley Broadcasting Corp., licensee of WLW Cincinnati and WINS New York, which received an FM grant for Columbus, Ohio; Larus & Bros. Co., WRVA Richmond licensee, which was given a grant for Norfolk, Va.; WGBR Goldsboro, N. C.; WNEX Macon, Ga., and New Haven Broadcasting Corp., AM grantee for New Haven, Conn.

Comr. Clifford J. Durr voted for further inquiry on the Crosley and Larus & Bros. applications.

Meanwhile, the Commission announced reallocation of two Class B FM channels—Nos. 224 and 231—to the Atlanta area, bringing the number immediately available there to five. With five Atlanta applications now pending and set for hearing, FCC said the hearing would be cancelled and the applications considered individually "if the situation remains unchanged for the next 30 days."

Atlanta Applicants

The Atlanta applicants, who had petitioned FCC for additional channels so all could be granted [BROADCASTING, Oct. 21], are WSB WAGA WATL WGST and Wilson & Cope. One of the channels added to the Atlanta area, No. 224, was taken from the Griffin, Ga. area, where no FM applications have been filed.

Griffin is left with one Class B channel (No. 222) and is eligible for at least 10 Class A channels, whereas Atlanta is not eligible for any Class A assignments. The other channel added to Atlanta, No. 231, has not been allocated in that area heretofore. The additions made seven channels for the Atlanta section, one of which has been assigned (to Constitution Publishing Co.) and one withheld under the channel reservation plan.

Conditional grants to applicants not now in AM were as follows:

Fall River, Mass.—Narragansett Broadcasting Co., for Class A operation. Owners are Clark S. Murdough (president, 14.3%), operator of a secretarial school in Providence; Albert Pilavin (42.8%), part owner of a tire and rubber business at Providence; George L. Sisson Jr. (14.3%) and Leonard Cohen (28.6%), Army veterans.

Albuquerque, N. M.—FM Broadcasting Co., Class A station. Owners are Harold O. Bishop, FM grantee at Harrisburg, Pa., where he is a consulting radio engineer, and Joe L. Martinez, Albuquerque attorney.

Lockport, N. Y.—Lockport Union Sun & Journal Co., Class A station. The company, headed by Egbert D. Corson, publishes Union-Sun and Journal.

Scranton, Pa.—Summit Corp., Class B station. The company, owner of several buildings, is controlled by Stephen Quackenbush, president and 82.2% stockholder. Stephen Quackenbush Jr. owns 8.1% and Elsie N. Quackenbush, 4.7%.

Construction permits went to the following (power is effective radiated power; antenna height, height above average terrain; AM affiliation shown in parentheses):

Dixie Broadcasting Co. (WMGY), Montgomery, Ala.—Class B; 99.5 mc (Channel 258); 6 kw; 415 feet.

*Capital Bcstg. Co. (WWDC), Washington, D. C.—Class B; 100.9 mc (No. 265); 20 kw; 480 feet.

Central Valleys Bcstg. Co. (KCRA), Sacramento, Calif.—Class B; 102.1 mc (No. 271); 50 kw; 350 feet.

Wichita Beacon Bcstg. Co., Wichita, Kan.—Class B; 97.3 mc (No. 247); 48 kw; 500 feet.

Monumental Radio Co. (WCAO), Baltimore, Md.—Class B; 103.7 mc (No. 279); 20 kw; 400 feet.

*Suffolk Bcstg. Corp., Coram, N. Y.—Class A; 105.9 mc (No. 290); 340 w; 410 feet.

Elias I. Godofsky, Hempstead, N. Y.—Class A; 105.5 mc (No. 288); 1 kw; 250 feet.

*Eastern Carolina Bcstg. Co. (WGBR), Goldsboro, N. C.—Class B; 99.7 mc (No. 259); 20 kw; 500 feet.

The News & Observer Pub. Co. (AM grantee), Raleigh, N. C.—Class B; 93.1 mc (No. 226); 25 kw; 460 feet.

*Ohio Bcstg. Co. (WHBC), Canton, Ohio—Class B; 97.1 mc (No. 246); 25 kw; 390 feet.

Tri-County Bcstg. Co. (WCED), DuBois, Pa.—Class B; 97.5 mc (No. 248); 6 kw; 670 feet.

*Mon-Yough Bcstg. Co. (WMCK), McKeesport, Pa.—Class A; 105.9 mc (No. 290); 500 w; 340 feet.

*Scranton - Wilkes-Barre - Pittston Bcstg. Co. Inc., Wilkes-Barre, Pa.—Class B; 103.3 mc (No. 277); 2.5 kw; 1,065 feet.

William Kleeman (WJZM), Clarksville, Tenn.—Class B; 99.1 mc (No. 256); 2.1 kw; 300 feet.

Mary Hardin-Baylor College, Belton, Tex.—Class B; 98.3 mc (No. 252); 2.9 kw; 300 feet.

Sunshine Bcstg. Co. (KTSA), San Antonio, Tex.—Class B; 100.5 mc (No. 263); 184 kw; 460 feet.

Wichita Broadcasters (KWFT), Wichita Falls, Tex.—Class B; 98.1 mc (No. 251); 9.5 kw; 370 feet.

*Hampton Roads Bcstg. Corp. (WGH), Newport News, Va.—Class B; 92.3 mc (No. 222); 38 kw; 390 feet.

Head of the Lakes Bcstg. Co., Superior, Wis.—Class B; 92.3 mc (No. 222); 62 kw; 750 feet.

*Northern Bcstg. Co. (WSAU), Wausau, Wis.—Class B; 94.9 mc (No. 235); 46 kw; 415 feet.

*In lieu of previous details.

Requests Are Filed for Video Stations in Detroit and Miami

APPLICATIONS for commercial television stations at Detroit and Miami, filed by Fort Industry Co. and Southern Radio & Television Equipment Co., respectively, were reported by FCC last week.

Fort Industry, which has a video grant for Toledo [BROADCASTING, Dec. 9], applied for Channel 2 (54-60 mc) for its proposed operation at Detroit, where it has bought 250-w WJBK from James F. Hopkins Inc. for $550,000 subject to FCC consent [BROADCASTING, Aug. 26].

Southern Radio, a new corporation, requested Channel 4 (66-72 mc). The company is headed by Robert G. Venn, former general manager of WGBS Miami, who owns 66% stock interest and would be general manager of the Miami television outlet. Edward N. Claughton, real estate owner and investor, is vice president and owns 32%; Edward J. Nelson, attorney, is secretary-treasurer and owns 2%.

Fort Industry estimated initial installation costs would approximate $229,000 plus $175,000 already spent on land and buildings for television and FM. Monthly operating costs were estimated at $35,000, with no revenue anticipated during the initial months of operation. Not expecting video network facilities to be available to Detroit "much before the end of 1948 or early 1949," the company said it would carry studio programs, films, and remote pickups. Afternoon and evening programs would be carried, totaling about 28 hours a week.

Southern Radio anticipated initial construction costs of about $163,550 exclusive of land and buildings; monthly operating costs of $11,667 and monthly revenues of $9,750. The company plans to conduct a class at the U. of Miami on "Practical Television Broadcasting," similar to a radio course instituted there by Mr. Venn while he was manager of WGBS.

Plans to "carry our cameras to locations wherein interesting program fare may be obtained at reasonable cost," but without "Hollywood-type" productions at first, were reported. The station would operate four hours a day for four days a week at the outset, so maximum time would be available for rehearsals and other preparations.

"The applicant suffers from no illusions with regard to immediate income from sale of time," the application pointed out. "Such revenue will certainly be limited until television sets are placed in a considerable number of Miami homes. The schedule has been planned to exact the greatest possible interest of residents per dollar expended for program costs."

Takes 3-Hour Spot

ONE OF THE largest blocks of local commercial time sold in recent years in Chicago has been purchased on WIND that city by Peter Fox Brewing Co., which contracted for Sun. 2:30-5:30 p. m. (CST) through Schwimmer & Scott. During the three hour sponsorship, client will offer *The Avenger*, transcribed mystery drama, 2:30-3 p. m.; home games of the Chicago Stag pro basketball team, 3-4:30 p.m.; *The Sunday Dancing Party*, recorded music, 4:30-5 p.m., and conclude with a second mystery drama, *The Haunting Hour*, 5-5:30 p. m.

Mrs. Pearl Hornburg
Neal Advertising Agency
737 N. Michigan Avenue
Chicago 11, Illinois

Dear Pearl:
I was complainin' to the boss about the wages I had to pay at home . . . got me two boys that charge me 50 cents a week to keep the furnace goin' and a daughter that gets a buck fer washin' dishes fer her ma. He just laffed. Showed me the figgers fer the average monthly wages in Kanawha County fur the last nine months. Polecats and Pigeon wings! $15,414,651.16! Figgered I wuz gettin' off easy. Guess that's why the people in the know are usin' WCHS fer their advertisin'. With that much dough floatin' around they're smart—plenty smart!

Yrs.
Algy

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WMBG's
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In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

New Columbus, Ga., Station, 3 Regional Operations Okayed

GRANTS for a new regional station at Columbus, Ga., and regional operations for WRBL Columbus, WMBR Jacksonville, Fla., and WLAK Lakeland, Fla., were authorized in a final decision announced by FCC last Tuesday.

The new regional authorized for Columbus went to Chattahoochee Broadcasting Co., which had received a proposed denial of its application in the Commission's initial decision [BROADCASTING, Nov. 4]. The grant, for use of 1460 kc with 1 kw, directionalized fulltime, was made possible when Chattahoochee agreed to modify its directional antenna plans to give adequate protection to XETU Tampico, Mexico.

Grants for changes in facilities, all anticipated in the proposed decision, were as follows:

1. WMBR, move from 1400 kc with 250 w to 1460 kc with 5 kw directionalized at night, on condition that the three owners (Ed Norton, Glenn Marshall Jr. and Frank M. King) divest themselves of WFOY St. Augustine, as they have offered to do. Deadline for the sale is 90 days from Jan. 8 (date of the final decision), or before applying for license to cover regional operation of WMBR, whichever is earlier.

2. WRBL, move from 1230 kc with 250 w to 1420 kc with 5 kw, directionalized at night, engineering conditions.

3. WLAK, move from 1340 kc with 250 w to 1430 kc with 1 kw, fulltime, engineering conditions.

Several Denials

Mutually exclusive with the applications granted, the following were denied: WWPG Palm Beach's application to change from 1340 kc with 250 w to 1420 kc with 1 kw; City of Sebring, for a new 1 kw Sebring station on 1430 kc; A. Frank Katzentine (licensee of WKAT Miami Beach), for a new Orlando station on 1420 kc with 5 kw; Muscogee Broadcasting Co. and Georgia - Alabama Broadcasting Corp., for new 250 w station on 1450 kc at Columbus.

Chattahoochee, grantee for Columbus, is owned by William K. Jenkins (60%), president; Willis J. Davis (20%), secretary and treasurer, and Edwin Mullinax (20%), vice president.

Mr. Jenkins, over-all director of some 60 motion picture theatres in Georgia, owns 33⅓% interest in WRDW Augusta, 19½% in WSAV Savannah, 16⅔% in WLAG LaGrange, 37½% in WMAG Brunswick, 50% in Atlanta Radio Enterprises, AM applicant at Atlanta, and 20% in Charleston Broadcasting Co., AM applicant at Charleston, S. C.

Mr. Mullinax has been general manager of WLAG since 1941; he plans to resign that position to become general manager of the new station. Mr. Davis, executive assistant to Mr. Jenkins, is vice president and secretary of WLAG and vice president of Atlanta Radio Enterprises, but has no financial interest in either group.

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TIDE

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Hooper Pays

WHEN FRED ALLEN, asked by Archie, on whose *Duffy's Tavern* program he was a guest, how long he had been in radio, replied "so long that I lent Hooper the nickel to make his first call," C. E. Hooper promptly sent him a five-cent piece with the message "All right. All right. Here it is."

Great Falls, Chester Grants Authorized

FCC Reissues Kinston, Pa., CP Local Station for Nogales

A 5-kw station for Great Falls, Mont., and a 1 kw daytime outlet for Chester, Pa., were authorized Thursday by FCC.

At the same time the Commission reissued to Kinston Broadcasting Co., Kinston, N. C., the grant which it had withdrawn "pending further investigation of qualifications of John G. Dawson," a 16 2/3% stockholder [BROADCASTING, Jan. 13]. The grant, for 1 kw daytime operation on 1000 kc, was first issued Dec. 17 [BROADCASTING, Dec. 23]. The company is owned by 24 stockholders and headed by A. K. Burrus.

The Commission also granted a fourth Arizona station to Mrs. Gene Burke Brophy, for use of 1240 kc with 250 w fulltime at Nogales. The grant was rescinded, however, because of complications arising from Mexican use of the 1240 kc channel.

The grants:

Chester, Pa.—Lou Poller. 1590 kc 1 kw daytime, engineering conditions. Mr. Poller, former owner of WARM Scranton, has been engaged since January 1945 in sale and purchase of war surplus goods. He is also treasurer and general manager of Bernard Construction Co., Philadelphia, engaged in plant clearance for RFC.

Great Falls, Mont.—Sun River Broadcasters Inc. 970 kc 5 kw directional antenna at night. Principals: O. P. Soule, president, 25%, lawyer; Harry Fletcher, vice president, treasurer and general manager of KFEI Pocatello, Idaho, 8.79%; Ruth Fletcher, 8.7%; Florence Gardner, daughter of Mr. and Mrs. Soule and general manager of KTFI, 21.43%; Hannah Soule, wife of O. P. Soule, 21.43%; Paul McClure, State of Montana operations manager fo Beatrice Creamery Co., 6.79%; William R. Davis, insurance man, 3.34%; and L. E. Taylor, in automobile and ranching business, 4.79%.

JAMES BISHOP, public relations director of Hixson-O'Donnell Adv., Los Angeles, Feb. 1 resigns to form his own advertising firm.

Du Mont Is Granted Video in Pittsburgh

Maison Blanche TV Station In New Orleans Approved

FIFTH television station grant, the maximum number allowed in television, was given Allen B. Du Mont Labs. Thursday for a station in Pittsburgh, Pa. The Commission listed other Du Mont-Paramount television interests in announcing the grant.

A television station also was granted Maison Blanche Co., New Orleans, department store owning 50% of WSMB New Orleans.

Television Productions Inc., Hollywood, listed by the FCC as a Du Mont-Paramount interest, was granted a video station Dec. 20 at which time the Commission made public corporate relations of the Paramount group [BROADCASTING, Dec. 23].

The New Orleans CP covers a station on the 66-72 mc channel (No. 4) with visual power of 13.6 kw and aural power of 7.2 kw. Antenna height will be 375 feet.

The Pittsburgh grant specifies the 60-66 mc channel (No. 3) with visual power of 14.6 kw and aural power of 7.3 kw. Antenna will be 818 feet high.

Five to Pending File

In announcing the Pittsburgh decision the FCC placed in the pending files five television applications of Du Mont-Paramount. They are: Allen B. Du Mont Labs., Cincinnati; Allen B. Du Mont Labs., Cleveland; Interstate Circuit, Dallas; New England Theatres Inc., Boston; United Detroit Theatres Corp., Detroit.

Besides the Pittsburgh and Hollywood grants, Du Mont-Paramount interests operate WABD New York, WTTG Washington and WBK Chicago. In its Hollywood grant the Commission had noted that Paramount "has no stock ownership or management interest in Maison Blanche Co."

Higher Power Is Granted Three Sations by FCC

HIGHER POWER for three AM stations was authorized by FC last Thursday.

WSAR Fall River, Mass., received a grant to increase on 1480 kc from 1 to 5 kw, directionalized fulltime.

WKAT Miami Beach, on 136 kc, was authorized to increase daytime power from 1 to 5 kw, subject to correction of any interference complaints and on condition that it reduce power if necessary. Comr. Clifford J. Durr voted for hearing. WKAT will continu nighttime operation with 1 kw.

KPAC Port Arthur, Tex., on 125 kc, was authorized to increase daytime power from 500 w to 5 kw and nighttime power from 250 w to 1 kw directionalized, subject to engineering conditions.

Engineers to Map Uniform Data Plan

Committee Is Chosen by FCC, Industry Conference

UNIFORM METHODS of presenting technical data in future AM broadcast applications are to be worked out by a committee of industry engineers chosen last week in an FCC-industry engineering conference.

The group also will study ways of standardizing channel-study procedures to be followed in connection with the technical processing of pending AM applications by Commission and private engineers during the "freeze" from Feb. 7 to May 1 [BROADCASTING, Jan. 13].

James A. Barr, chief of the FCC Engineering Dept.'s AM Section, will head the committee. Members include representatives of the following Washington offices, which volunteered their assistance: Ring & Clark, Glenn D. Gillett & Assoc., Kear & Kennedy, and Lent & Poast.

Engineers Designated

In its announcement that AM applications for new and improved facilities will not, if filed after Feb. 7, be considered until after May 1, the Commission said that "the formula to be followed . . . . in determining the order in which the various channels will be considered will be announced shortly after May 7." On each channel, after preliminary conferences of parties and counsel have been held, a group of consulting engineers, headed by a member of the Commission's technical staff, will be designated t prepare a channel study. During the freeze period, FCC said, all AM applications filed by Feb. 7 will be granted or set for hearing.

PEARSON-ALLEN ASK HEARST SUBPOENA

FCC was asked last week to issue a subpoena to compel William Randolph Hearst to attend and testify in the forthcoming hearing on WBAL Baltimore's application for license renewal and the Drew Pearson-Robert S. Allen application for WBAL's facilities (1090 kc, 50 kw).

The request was filed by Messers. Pearson and Allen in a letter pointing out that Mr. Hearst owns controlling interest in Hearst Radio Inc., WBAL licensee, and asserting that his testimony was important to the proceeding.

They previously asked FCC to disclose whether it would seek of its own accord to have Mr. Hearst attend the hearing, to which the Commission replied that each party should develop its own case regardless of the presentation which would be made by the Commission [BROADCASTING, Dec. 30].

The letter was sent to FCC by the Washington law firm of Cohn & Marks, counsel for Messrs. Pearson and Allen. The hearing is slated Feb. 24.

AT NEWSMEN'S LUNCHEON in New York Norman Corwin (standing), CBS producer-writer-director, tells of his recent around-the-world trip and his Columbia series, *One World Flight*. At the head table with him are (l to r): George Field of Freedom House (which gave Mr. Corwin first One World award); Edward R. Murrow, CBS vice president and director of public affairs; Davidson Taylor, CBS vice president and director of programs; Jacques Farrand, Freedom House.

NAB Sales Executive Group to Study Single Rate Card Promotion Proposal

DRIVE to promote use of single rate cards by stations, with rates applicable to all advertisers, will be considered by the NAB Sales Managers Executive Committee, which meets Jan. 22-24 at the Mayflower Hotel, Washington. Committee chairman is Odin S. Ramsland, KDAL Duluth.

Recommendation of the Subcommittee on Sales Practices, made to the NAB convention in Chicago last October, will be taken up by the full committee. This subcommittee, of which John M. Outler Jr., WSB Atlanta, is chairman, proposed the single rate card plan after an NAB survey showed that four out of five stations have more than one rate [BROADCASTING, Sept. 2, 1946].

Though universal adoption of the single rate card was advocated, the subcommittee suggested an interim plan for special cases. Under this plan rates would be divided into "general" and "retail," with identical rate card format.

The executive committee will take up a heavy agenda at its three-day meeting, according to Frank E. Pellegrin, NAB director of broadcast advertising. Back from the first NAB area meeting in San Francisco [BROADCASTING, Jan. 13], Mr. Pellegrin will report on the sales managers' portion of the three-district Coast convention.

Heavy Agenda

Among topics scheduled are adoption of the standard contract form; standardized rate card format; Joske retail report; lending library of retailer-sponsored programs, maintained jointly by NAB and National Retail Dry Goods Assn.; promotion of television among manufacturers by NAB and NRDGA; NAB management studies of FM stations; sales promotion activities; 2% cash discount campaign of AAAA; commission for salesmen on talent charges; standard billing practice; salesmen's compensation, salary vs. commission; training of local salesmen; advertising agency recognition on the local level; per inquiry deals.

Besides Chairman Ramsland, executive committee members for 1947 are John W. Kennedy Jr., WHAM Rochester; J. Robert Gulick, WGAL Lancaster; Bill Bennett, KXYZ Houston; Louis Read, WWL New Orleans; Ray Baker, KOMO Seattle; William D. Murdock, WOL Washington; James V. McConnell, NBC Spot Sales; Arthur Hull Hayes, WCBS New York; Eugene S. Thomas, WOR New York. Associate members are H. Preston Peters, Free & Peters; Lewis H. Avery, Avery-Knodel; Joseph J. Weed, Weed & Co. Board liaison members are Paul W. Morency, WTIC Hartford; Harry R. Spence, KXRO Aberdeen, Wash.; Edgar Kobak, MBS New York.

NLRB Intervention Asked By WOR in Labor Dispute

WOR NEW YORK last week sought National Labor Relations Board intervention in its current negotiations with the United Office and Professional Workers of America (CIO) and Office Employes International Union (AFL) to decide which union will represent the station's white collar workers.

The major dispute in negotiations has been the station's request for additional persons (other than department heads) to be excluded from the union unit.

The CIO union in an open letter to the station accused it of "stalling" by asking the NLRB to intervene, since a hearing before the board would not be called before two or three months.

Smith Promoted

HAROLD A. SMITH, manager of public relations of Young & Rubicam, New York, has been appointed director of publicity and public relations succeeding William H. Jenkins who resigns Feb. 1 because of poor health. Mr. Smith joined Young & Rubicam in October 1942, after having been with *Liberty Magazine* and the *New York Daily News*.

KPAC

MBS

BMB

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

★ ON MOST ★

Important advertising desks in America

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St. Chicago 11, Ill.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now Being Erected by
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

NAB Drive

(*Continued from page 14*)

negotiations with such unions as AFRA and AFM, was reflected in a resolution calling upon the NAB "to establish and promote policies of employer-employe relations which will recognize and make as effective as possible local and area negotiations."

The resolution observed that the prevailing trends throughout the industry tend to impose nationwide or industrywide practices and policies upon all broadcasters without due regard to respective local and area conditions and that such practices were considered "economically unsound and destructive of most effective employer-employe relations in local stations."

Induced by an off-the-record discussion of the music situation by Sydney M. Kaye, vice president and general counsel of BMI, the district adopted a resolution urging early renewal of BMI contracts and greater performance of BMI tunes. The resolution recited that BMI was established as a measure to protect radio against unjust and unreasonable demands and to create healthy competition in music copyrights. Stations were urged to analyze their music used to the end that a larger percentage of BMI music may be employed "where such music on the basis of merit deserves such performance," and that every effort be made to popularize BMI tunes.

Public Relations Plan

A pledge of "wholehearted support" of President Miller in his "splendid efforts to bring about a better understanding in the minds of public officials and the public at large" was voted. It cited the "enlightened, constructive and forceful leadership" given by the NAB president in his 15-month tenure, and commended him for the "constructive contribution which he has made to a better understanding on the part of the public of the role which radio broadcasting occupies in the economic, social and political lives of the nation."

Another resolution "highly commended" District Director Terry for his two years of stewardship and voted him "sincere appreciation."

Ralph W. Hardy, executive assistant in charge of public affairs of KSI Salt Lake City, chairman of the arrangements committee for the district meeting, and the Salt Lake NAB member stations were voted thanks.

With 125 delegates registered from the 14th District States of Colorado, Montana, Utah, Idaho, Wyoming and Nevada, Director Terry said attendance at the meeting was an all-time high. The two-day business session was followed Wednesday by a news clinic conducted by Art Stringer, NAB director of special services—the first of the year. It was called following a poll of stations in the district, which voted overwhelmingly for it. (See story page 14).

SMALL STATION affairs at 14th District Meeting were directed by this quartet: (l to r) Joe Wilkins, manager of KFBB Great Falls, Mont., who served as resolutions committee chairman; Prof. R. Russell Porter, coordinator of radio, Denver U., in charge of the professional training curriculum for small market station operations; J. Allen Brown, director of Small Market Station Division, NAB, and Rex Howell, owner of KFXJ Grand Junction, Colo., district chairman, Small Market Stations Committee, and author of the resolution petitioning for an editorial policy for stations.

Judge Miller's keynote address was off-the-record, but related generally to this new public relations thesis for radio set forth at the San Francisco area meeting [BROADCASTING, Jan. 13]. Executive Vice President Willard outlined the new structure and enlarged services of the NAB, and reiterated his San Francisco appeal for selective listening through selective programming by stations and consequent increase in the number of hours during which the public tunes in.

He urged support of the joint Radio Manufacturers Assn.-NAB campaign for a radio in every room as one means of increasing tune-in. Articulate minorities would listen more if they knew about the hundreds of hours of serious programming on all stations, he said, advocating purchase of newspaper space by stations on editorial pages in book review sections and other preferred positions. He urged cross-announcing and log-rolling of such features, to catch those who listen least and criticize most, pointing out that they are "thought leaders" and among the most influential people in the country.

Interest in FM

Walter J. Damm, vice president in charge of radio of the *Milwaukee Journal* stations WTMJ, WTMJ-FM and WTJM-TV, former NAB president and luncheon speaker Monday, sounded a note of optimism on FM's future and warned against lethargic broadcasters who might "find themselves on the outside looking in." He was questioned about the economic feasibility of the medium and its coverage prospects in the western plains and mountains.

Mr. Damm, who also had addressed the San Francisco sessions, contended that high-band FM coverage in many respects is superior to the old low band. He predicted that FM would provide more consistent coverage patterns day and night than AM and that broadcasters should be prepared to go to FM promptly as the ultimate new service.

Holds Audiences

Mr. Damm contended that because of FM's noise-free qualities, his own experiences have shown listeners will stay tuned to FM even when they are not interested in the program because there are no annoying background noises.

Disagreeing with the concept that clear channels will remain even after FM becomes established, Mr. Damm said the present trend at the FCC is to restrict AM coverage to actual trading areas, and he felt all clear channels will give way to FM.

When John Baldwin, engineering director of KDYL, commented that the intermountain area constituted one area where AM service will always be preferred to FM, Mr. Damm countered that FM service will be better everywhere in the country. Once the people listen to FM, they won't go back to AM, he argued.

He disagreed that cost of building of stations on mountain tops of the almost inaccessible Rockies to get unobstructed line of sight coverage, would be prohibitive.

At the music session, most of it closed, Messrs. Kaye, Glenn Dol-

berg and Ralph Wentworth, of BMI, urged united support of radio's wholly-owned music company and greater performance of its music to bolster radio in the contractual negotiations with ASCAP next year.

Gerald King, co-owner of Standard Radio, pioneer transcription firm, and chairman of the transcribers committee which worked out the new recording contract with James C. Petrillo's AFM last October, cited increased operating costs incident to the 37½% boost in union fees. American transcribers now pay more for music than any other entity in the world, he said. What Petrillo will do next is unpredictable, he said, but conversations have centered around a secondary boycott whereby transcribers would be asked to refuse service to stations declared unfair by AFM.

Kolin Hager, former manager of WGY Schenectady, now assistant to the president of SESAC, cited the services of that music licensing group and its new transcribed library. He said SESAC is offering free licenses for both FM and television stations.

Consistent with the "flea circus" procedure of NAB, departmental activities were covered in addresses by their heads and in forum discussions. Participating were Don Petty, general counsel, on legal activities; Richard P. Doherty, director of employer-employe relations; Kenneth H. Baker, research director, on the NORC survey of public opinion of radio; J. Allen Brown, director of Small Market Stations Division, at a session presided over by Mr. Howell, district chairman, C. E. Arney Jr., NAB secretary-treasurer, pinch-hitting for Frank E. Pellegrin, director of broadcast advertising, on the Joske clinic at a session presided over by William C. Grove, manager of KFBC Cheyenne, district chairman, who urged adoption of editorial policies by stations.

Preceding adjournment, an open forum panel was called by Chairman Terry, with Messrs. Miller, Arney, Kaye and Sol Taishoff, editor and publisher of BROADCASTING, on the firing line. In a discussion of state laws to protect stations against libel and slander Walter E. Wagstaff, manager of KIDO Boise, cited the suit brought against his station involving Sen. Glenn Taylor (D-Idaho) former radio cowboy singer and New Dealer. Judge Miller announced NAB would seek to intervene in the proceedings as a friend of the court.

Miller Speaks

MAINTAINING his record of public speaking as part of his own "public relations" program, NAB President Justin Miller addressed the Salt Lake City Rotary Club last Tuesday on "Freedom of Radio."

NAB 14th District Registration

REGISTRATION at the NAB District 14 meeting at Salt Lake City follows:

Ackerley, Gene, KID; Arney, C. E. Jr., NAB; Ashbaugh, Don, KBNE.

Bain, David, RCA; Baker, Frank K., KDYL; Baker, Kenneth H., NAB; Baker, Mildred, KUTA; Baldwin, John, KDYL; Batson, Charles A., NAB; Bennett, Kenyon R., KGEM; Bergman, Ray, KSL; Biorge, Al., KVNU; Blanchette, Bud, KGVO; Braithwaite, Boyd, KIDO; Brown, J. Allen, NAB; Buckalew, Ed., CBS; Bullen, Reed, KVNU; Burnett, Jack A., KUTA.

Cain, Doyle, KFXD; Carman, Frank, KUTA; Carroll, Jim, KWYO; Carroll, Robert S., KANA; Carter, S. Garn, KOVO; Connor, Richard F., KNAK; Conrad, Fran, KECA; Cox, F. V., KUMV; Crabtree, Chic, KVMV; Crandall, Mark, KFEL.

Damm, Walter J., WTMJ; Davidson, Georgia Phillips, KIDO; DeChambeau, E. O., KUTA; Doherty, Richard P., NAB; Dixon, Marion, KGVO; Dixon, Paul S., KSL; Dolberg, Glenn, BMI.

Ekren, T. C., KVOL; Engle, Cliff, Hollywood; Evans, C. Richard, KSL.

Feltis, Hugh, BMB; Fitzpatrick, Jack, KFEL; Fletcher, Henry H., KSEI; Flinn, W. F., Star Printing Co.; Fox, S. S., KDYL; Frost, Jack, RCA; Fuller, Mildred, KRDO.

Gardner, Florence M., KTFI; Gartland, Bill, NBC; Glade, Earl Jr., KSL; Griffith, Homer, NAB; Grove, Wm. G., KFBC; Grover, R. A., KSUB; Grow, D. Spencer.

Hager, Kolin, SESAC; Halliday, Gene, KSL; Hamilton, Ray V., Blackburn-Hamilton Co.; Hardy, Ralph W., KSL; Hart, Herb, Collins Radio Co.; Hecker, Con, KVOD; Horswell, Bert, Cardinal Co.; Howe, Louise Hill, KSL; Howell, Chas., KFXJ; Howell, Lucille, KFXJ; Howell, Rex, KFXJ; Hufsmith, Frederic, KDFN.

Jelesnik, Eugene, KDYL.

Kahle, D. D., Ft. Collins, Col.; Kaye, Sydney M., BMI; Kearl, Wayne, KSL; Keit, Barry, Universal Radio Sales; Kercher, George A., Edw. Petry & Co.; Kimball, Rollow, KSL; Kimball, Ted, KSL; King, Jerry, Standard Radio; Kuhn, F. H., KUTA.

Lawrence, James H., KID.

McAllister, Bert, KPRL; McCracken, H. L., KVRS; McIntyre, Frank C., KUTA; McKinlay, Lynn A., KSL; McLatchey, F. B., KSL; Madsen, Arch L., Intermountain Network; Mahoney, James A., MBS; Manwaring, L. A., KSL; Martin, Don F., Associated Press; Meyer, Elwood, KMYR; Meyer, Lynn L., Intermountain Network; Miller, Allen, Rocky Mountain Radio Council; Miller, Dorothy L., KGVO; Miller, Justin, NAB; Montgomery, Kenneth W., KTFI; Mosby, A. J., KGVO; Murdock, Lennox, KSL.

Newman, R. J., RCA; Nicholson, Barbara L., KANA.

Ogden, C. E., Capitol Records; Orme, Elvon W., KSL.

Petty, Don, NAB; Pierce, Jennings, NBC; Porter, R. Russell, Denver; Proval, George A., KDYL; Pyle, William D., KVOD.

Read, Roger B., Transcription Sales; Richards, Wayne F., KSL; Richins, Kay W., KDYL; Rogers, Craig, KOAL; Rohrer, Joe, KRDO; Rudolph, F. J. C. P. MacGregor Co.

Seavey, Cecil, KRDO; Sharp, Ivor, KSL; Smith, Emerson S., KDYL; Soule, O. P., KTFI; Stout, Clair, Washington; Stringer, Arthur, NAB.

Taishoff, Sol, BROADCASTING; Tannehill, Don, KRJF; Terry, Hugh B., KLZ; Thomas, Allan, KUTA; Thomforde, Clifford, Collins Radio Co.

Wagstaff, Walter E., KIDO; Wasden, Leonard, Idaho Falls; Wentworth, Ralph C., BMI; White, Ken, Denver; Wilkins, Joe P., KFBB; Willard, A. D. Jr., NAB.

Yoder, Lloyd E., KOA.

FCC Appointment

(*Continued from page 13*)

but it was considered doubtful if he would accept.

Sen. Homer E. Capehart (R-Ind.) said he favored the appointment of Thad Brown Jr., of Roberts & McInnis, Washington law firm. Son of the late Commissioner Thad Brown, of Ohio, Mr. Brown recently returned to law practice after serving in the Navy. His mother, Katherine Kennedy Brown, is Republican National Committeewoman from Ohio and wields considerable influence in the Republican party. Mr. Brown is reported to have the support of the Ohio delegation in Congress. Since Sen. Robert A. Taft (R-Ohio) heads the GOP Policy Committee, he was expected to favor Mr. Brown over Miss Martin.

Former Sen. James Mead (D-N. Y.), has been mentioned frequently as a candidate for the FCC, although it is definitely known he would accept nothing short of the chairmanship.

The name of former Sen. Hugh Mitchell (D-Wash.), who was fostered by Gov. Mon Walgren of Washington and former colleague in the Senate of the President, no longer figures in the Commission setup, according to Democratic sources.

Reappointment of Comr. Ray C. Wakefield, whose term expires June 30, has entered into the conversations of political "horse-trading" involving the FCC. Republicans are set against Mr. Wakefield for another seven-year term, contending that he has been too close to the New Deal and has joined Comr. C. J. Durr too often on policy matters. On the other hand former Chairman Porter and Chairman Charles R. Denny are understood to have urged the President to rename Mr. Wakefield.

Some Republican members of the Senate Interstate and Foreign Commerce Committee say Mr. Wakefield could not be confirmed for another term.

NAB Sidelights

RADIO DAY was observed by the Advertising Club of Salt Lake City Wednesday, in honor of the intermountain area broadcasters. Hugh B. Terry, KLZ Denver manager and NAB district director, spoke on the responsibility of advertisers in maintaining a virile radio; pointed out that only a solvent radio can be free, that advertiser dollars keep radio alive, and that a greater degree of understanding could be derived from teamwork.

Mr. Terry

* * * *

CONFUSION pervaded the Tuesday meeting. Delegates treked into the darkened meeting room to be confronted by motion pictures of the inside of cows, and other medical scenes. The Intermountain Veterinarians Assn. had taken over the meeting room; broadcasters had been shifted across the hall.

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

WLW

700 ON YOUR DIAL

1947 *A Century of Progress*

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL

SALT LAKE CITY

UTAH'S NBC STATION

National Representative:

JOHN BLAIR & CO.

FIGHT INTOLERANCE
WGAR Cleveland Series Aimed at Dissolving Prejudices

NEW QUARTER-HOUR weekly series, *Inside Story*, designed to combat and attack intolerance and prejudices, had its premier Sunday, Jan. 12, at 1:45 p. m. over WGAR Cleveland. Problems involved in Cleveland's mixed racial and religious backgrounds will be dramatized on the series, which WGAR is airing with the cooperation of the City of Cleveland Community Relations Board.

The opening script dealt with the ABC's of community living, and the program received favorable comment from Cleveland radio editors. Stanley Anderson of the *Cleveland Press* said *Inside Story* "may well be the top public service show ever frogged up by a local station." Bob Stephan of the *Plain Dealer* said the series is "in the right direction." Elmore Bacon of the *Cleveland News* commented that "judging from the introductory program the series is to have snap and go."

Sidney Vincent currently is preparing scripts for the series but guest script writers may be used later, the WGAR management announces. The race riot that didn't happen, based on a true story from police files of how police officers prevented a serious riot in Cleveland, was the theme for the second *Inside Series* broadcast scheduled for yesterday.

NINE MBS PROGRAMS HONORED LAST YEAR

NINE AWARDS were made to the Mutual network for outstanding broadcasts during 1946.

The Ohio State Institute made four awards to MBS in May 1946: *House of Mystery*, for outstanding children's programs; *Don't Be a Sucker*, for personal and family problem programs; *I Was a Convict*, for an intelligent approach to the problem of crime; and *American Forum of the Air*, as a good program on public issues.

Tom Slater, then special events director of Mutual, received the 1946 Radio Daily Award for "the person who has done most to bring credit and honor to the sports broadcasters profession during the past year." Fulton Lewis jr. and Gabriel Heatter were included in the top 10 commentators by American Institute of Public Opinion.

The MBS program *Twenty Questions* received the program of the month award made by *Dramatics* magazine in November, and the U. S. Army Recruiting Service awarded the network a special plaque for *Men of Vision*. The network also received the Norwegian Broadcasting Gold Medal in 1946 "for the full cooperation given Oslo broadcasting during the war years."

Trends

(*Continued from page 15*)

Advertise programs in the national business papers	2
Provide air-checks	2

Comment: While advancing these suggestions some agency executives were frankly pessimistic about the ability of local programs to overcome the obstacles to their acceptance by national advertisers: "I think it is a matter of economics"; "only money can lure the outstanding talent to the station's stable, and the cost to the advertiser may be prohibitive, especially when compared to mass-production transcribed shows, or spot radio"; "very little (can be done) without duplicating the facilities of major outlet points." Nevertheless, six of the above groups of replies (provide proof of results, 14%; improve promotion and merchandising, 9%; provide more and better data, 7%; impress advertisers with local appeal, etc. 2%; improve selling, 2%; and advertise programs 2%) totaling 36% had to do with improved selling by stations of their locally produced programs. Implicit in the observations of this 36% is the belief that more would be bought if they were better sold.

The final question in this survey of agency opinion asked for suggestions for radio's improvement.

TABLE IV

"What one thing would you like to see done to increase the value to advertisers of: Network Radio—Spot Radio.

Replies included a wide variety of suggestions. For *network radio*, major suggestions were:

	Per cent of all respondents
Develop new stars and new types of shows	8 %
Improve commercial copy—integrate with the show	6
Provide more accurate and detailed survey system	6
Eliminate station breaks, cowcatchers and hitch-hikers	6
Cut length of commercials	5
Better merchandising assistance	4
Broadcast programs at the same time in all time zones	3
More control over commercial copy	3

Others suggested: reductions in talent charges; less monopoly of time by the same few advertisers; improve sectional networks by reducing the number of national programs carried by them; more understanding by radio of advertisers' problems.

For *spot radio*, advertisers hope for these improvements:

Eliminate crude and objectionable commercials	7 %
Better programs	4
Fewer spots	3
More good time	3
Reduction of the length of spot announcements	3
Elimination of double spotting	3
Uniform policies—make spot subject to standards of acceptability	3
Less crowding of spots	2
Better announcing	2
Standard coverage measurement	2
Better promotion	2
Better data and information	2

The next Trends poll, investigating broadcasters' reactions to BMB is in the field now. Replies will be reported in BROADCASTING in February.

LOOKING DOWN from Mt. Wilson, site of projected ABC Hollywood video transmitter, during recent visit of Robert H. Hinckley, network Washington, D. C., vice president, are (l to r): Frank Samuels, ABC Western Division sales manager; Mr. Hinckley; T. B. Palmer, ABC Western Division technical director; Donn Tatum, ABC attorney.

Expect Communications Subcommittee To Be Appointed in House This Week

WITH RADIO legislation slated to be introduced before the 80th Congress is many weeks old, the House Interstate & Foreign Commerce Committee, which deals with radio, is expected to be fully organized this week with naming of a subcommittee on communications.

The House Tuesday approved without dissent a report of the Republican Committee on Committees, making assignments under the Reorganization Act to the 33 House groups. A member may hold membership on only one major committee, except that those serving on the District of Columbia and Un-American Activities committees may be named to one other major committee.

Heading the Interstate & Foreign Commerce Committee is Rep. Charles A. Wolverton (R-N. J.). Other Republican members, in order of their rank on the committee, are: Carl Hinshaw (Calif.), Evan Howell (Ill.), Leonard W. Hall (N. Y.), Joseph P. O'Hara (Minn.), Wilson D. Gillette (Pa.), Robert Hale (Me.), Harris Elsworth (Ore.), Marion T. Bennett (Mo.), James I. Dolliver (Iowa), Edward J. Elsaesser (N. Y.), John W. Heselton (Mass.), Hugh D. Scott Jr. (Pa.), William J. Miller (Conn.), Henderson H. Carson (Ohio), John B. Bennett (Mich.).

Democrats in caucus Wednesday designated the following to the Interstate & Foreign Commerce Committee: Clarence F. Lea (Calif.), former chairman, now ranking Minority member; Robert Crosser (Ohio), A. L. Bulwinkle (N. C.), Virgil Chapman (Ky.), Lindley Beckworth (Tex.), J. Percy Priest (Tenn.), Oren Harris (Ark.), George G. Sadowski (Mich.), Richard F. Harless (Ariz.), Dwight L. Rogers (Fla.), Benjamin J. Rabin (N. Y.)

Holdovers from the 79th Congress, who served on the Committee last session, are Wolverton, Hinshaw, Howell, Hall, O'Hara and Gillette, Republicans; all Democrats are holdovers.

Rep. Clarence J. Brown (R-Ohio), who was torn between Rules and Interstate & Foreign Commerce, finally was assigned to the Rules Committee, on which he is the ranking Majority member. Mr. Brown had been urged for the Interstate Commerce Committee because of his keen interest in broadcasting affairs.

Heading the Un-American Activities Committee is Rep. J. Parnell Thomas (N. J.). Other Republican members are Reps. Karl E. Mundt (S. D.), John McDowell (Pa.), Richard B. Nixon (Calif.), Richard B. Vail (Ill.).

Democrats on the Un-American Activities Committee are: John S. Wood (Ga.), former chairman, now ranking Minority member; John E. Rankin (Miss.), J. Hardin Peterson (Fla.), Herbert C. Bonner (N. C.).

WGFG to ABC

WGFG Kalamazoo, Mich., will join ABC on March 1 as a member of the network's northeast group and the 237th ABC affiliate. Owned by Southwestern Michigan Broadcasting Co., station will operate full time with 1 kw on 1360 kc and will be managed by Harold Gross.

BALLARD OF GARDNER AGENCY TRANSFERRED

SAM M. BALLARD, formerly executive vice president of the Gardner Advertising Co., St. Louis, in charge of the Monsanto Chemical Co. and New York Stock Exchange accounts, has been appointed head of the agency's eastern operations and has transferred his headquarters from St. Louis to New York. He remains a member of the Gardner board of directors and of its executive committee.

Peter Geist III, art director on the Monsanto and Stock Exchange accounts, also has transferred from the St. Louis to the New York office, and George B. Pampel, formerly of the St. Louis staff, has been named account manager in New York on eastern divisions of the Monsanto Chemical Co.

W. H. Gerstenberger, formerly of the agency's St. Louis organization, has been appointed account manager on the New York Stock Exchange.

Robert J. Hooper Jr. has been named production manager on accounts in the New York office and Paul W. Podgus has been added to the creative staff.

Appeal Right

(*Continued from page 17*)

tions" against him. His petition charged KOB with violating Section 317 of the Communications Act by allegedly failing to identify the sponsor of political broadcasts [BROADCASTING, Jan. 6]. Investigation of the character of Mr. Pepperday, sole KOB owner, also was asked.

Another pending FCC petition filed by the Board of Regents calls for involuntary transfer of the KOB license to the board. The college sold the station in 1936 for $25,000 and program time (about an hour a day). Its board claims KOB refused to comply with its request of June 30, 1945, for about an hour a day of specified evening and Sunday time [BROADCASTING, Sept. 2]. This petition has not yet been accepted by the FCC.

The New Mexico State Supreme Court heard argument a fortnight ago on right of the State to collect a 2% gross sales tax on stations doing business in the State. A State court had held the tax applicable to broadcasters after the State had given them notice in 1945. KOB appealed the decision.

The U. S. Supreme Court Oct. 14 upheld a three-judge Federal court ruling in which the court had refused to accept jurisdiction in a challenge by the Whitmore stations of the constitutionality of a State tax on stations. The stations had contended they operated in interstate commerce and could not be levied under terms of the sales tax law.

JOE McCARTHY (l), ex-manager of New York Yankees, completes negotiations with Robert P. Mendleson of Mendleson Productions Inc. to do a transcribed series on "inside stuff" in baseball over WGR Buffalo. Buffalo is Joe's home town.

R. W. Ashcroft, Toronto, Dies; Formerly in Radio

R. W. ASHCROFT, 72, manager of the Toronto office of Canadian Advertising Agency, died at Toronto on Jan. 8 after a brief illness. He was well-known in Canadian radio circles as manager of the former CKGW Toronto, which was taken over by the government as CRCT and later became CBL. He was the first Canadian broadcaster to develop commercial network broadcasting in Canada about 1929, and developed privately operated networks in Canada before the government stepped into this field.

Born in England, Mr. Ashcroft came to the United States at an early age, was a close personal friend of Mark Twain and managed his publishing affairs during latter years of the author's life. From 1890 to 1895 he was private secretary to the president of the Western New York and Pennsylvania Railroad, then was in the export business until 1913, when he went to Canada as advertising director of Dominion Rubber Co. He was in the United States from 1916 to 1920 as advertising director of U. S. Rubber Co.

Returning to Canada, he became advertising director of Gooderham & Worts Ltd., distillers, for whom he operated CKGW. When CKGW was taken over by the predecessor of CBC Mr. Ashcroft became Canadian manager of Sherman K. Ellis Advertising Agency at Toronto (later taken over by Canadian Advertising Agency). He is survived by his wife.

Seek Pay Boost

THE GENERAL EXECUTIVE Board of the United Office and Professional Workers of America (CIO) and 150 delegates decided at a special meeting held in New York on Jan. 12, to seek pay increase of 30% or $15 a week, whichever was greater, for members of the union. The white collar workers of CBS are affiliated with the UOPWA. The union is also currently negotiating with WOR New York for representation of its white collar workers.

WAIT PROGRAMMING UNDERGOES CHANGES

A RADICAL departure from standard programming was in effect this week at WAIT Chicago, as a result of a new system initiated by Earl Withrow, program director. From sign-on to sign-off (7:15 a. m.-5:45 p. m. CST) WAIT will concentrate on music and news with no introductions to any musical selection by the announcers.

Announcers produce their own musical programs, deliver commercial announcements or news. The last quarter-hour period of each hour has been set aside as public service on an all-out sustaining basis with 10 minutes of music and five minutes of news.

The WAIT program director termed the policy an attempt to offer FM programming on an AM station. Twenty-five percent of WAIT's airtime will be sustaining as will all news programs. If, after a fair trial, the idea proves successful it will be used as a permanent policy.

Johnpoll Organizes Firm Of Economic Consultants

BERNARD K. JOHNPOLL, owner of WLBT Liberty, N. Y., is organizing his own economic consultant service for radio stations and station applicants in New York and Washington. The offices in Washington will be located at 303 Woodward Bldg., with the New York address yet to be announced.

The new organization, in addition to servicing established stations, will also service persons applying for stations, checking economically on the business potential of the areas in which applicants are interested. Associated with Mr. Johnpoll will be a former professor of economics at West Point, whose name has not been announced.

Heller

(*Continued from page 18*)

radio industry which provides all of us with our bread and butter.

The soundest thinkers on industrial relations are pretty generally agreed on the value of the method of reasonable face-to-face discussion of disputed issues which in the long run is far less costly and more satisfactory to everybody concerned.

The NAB itself recognized this principle when it established its department of employer-employe relations. The major networks have accepted it in their dealings with AFRA over a period of eight years, and have found that our policy has been one of open and above board dealing.

We have respected and lived up to our contracts. Whenever we have formulated a policy—such as the unfair stations clause—it has been based upon democratic procedure and has reflected the opinion and vote of our entire membership. In view of this record, your expressed fear of "a wave of shakedowns in radio" is again not justified by the facts.

When NAB set up its department of employer-employe relations, it must have been with some intention of creating machinery for discussion of such relations. To implement this intention by accepting the AFRA-management committee would therefore seem to be an effective way for NAB to make that department really function.

George Heller
National Executive Secretary, AFRA

BAHA'I
The World View

The teachings of the Baha'iFaith created the one-world viewpoint . . . which thinking men everywhere now accept as vital to human survival. For more than one hundred years, in the face of oppression and prejudice, these teachings have expounded the reason for the changes taking place in all aspects of our civilization—religion, government, education and economics.

The new world era cannot be understood through the confusion of episodes and issues which mark the breakdown of the old order. There must be a map outlining the nature of tomorrow's world.

A Pattern For Future Society

The Baha'i two-page statement on this subject, "A Pattern For Future Society," points directions along the road on which mankind is trying to find its way.

Nothing could be more helpful to the professional man obliged to define his ideas on the outcome of the present world situation, or compelled to make decisions far ahead.

Write for a complimentary copy of "A Pattern For Future Society," sent free with an outline of Baha'i teachings for your reference file.

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Illinois

NBC on 590
Muff Sed!
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

WHO

is

"Listened-to-Most"

in **74** *of*

Iowa's 99 Counties

(during daytime)

●

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

NBC *has a*

RICH NEW PRIMARY AREA in California

KERO *Bakersfield*

RODMAN RADIO STATIONS
KFRE · KRFM · *FRESNO*
KERO · *BAKERSFIELD* ·

NBC to Honor More 20 - Year Affiliates

Nine Additional Stations Will Get Plaques at Jan. 23 Dinner

NINE MORE NBC affiliates will receive plaques honoring their 20th anniversary with the network at a special dinner on Jan. 23 in New York in conjunction with the NBC stations planning and advisory committee meeting. The stations are WGY Schenectady, WBZ-WBZA Boston and Springfield, KDKA Pittsburgh, WSM Nashville, WSB Atlanta, WMC Memphis, KVOO Tulsa, WFAA Dallas and KYW Philadelphia.

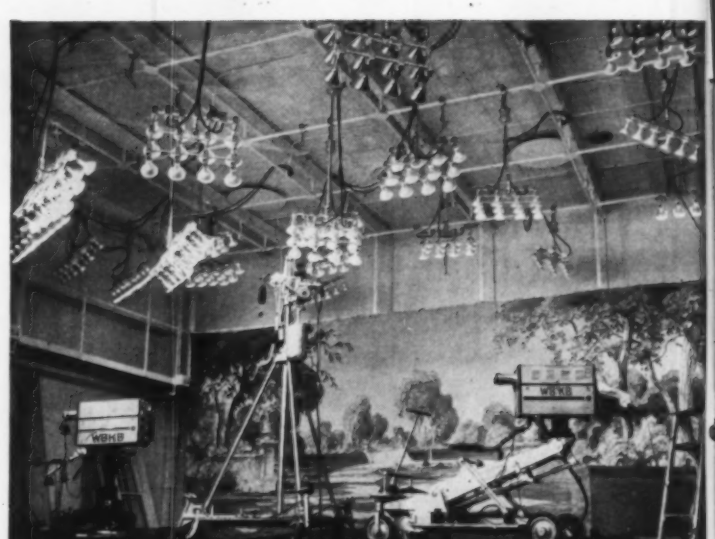
Niles Trammell, NBC president, will present the plaques to the following station representatives: Westinghouse Stations (KYW, KDKA and WBZ-WBZA), Walter C. Evans, vice president of Westinghouse Radio Stations Inc.; Walter Benoite, vice president of Westinghouse; John B. Conley, general manager, Westinghouse Radio Stations Inc.; William C. Swartley, manager, WBZ-WBZA; Joseph Baudino, manager KDKA; Robert E. White, manager, KYW; Harry Stone, general manager, WSM; John M. Outler, general manager, WSB; Hank W. Slavick, director, WMC; William B. Way, vice president and general manager, KVOO; Martin B. Campbell, general manager, WFAA; W. A. (Al) Dealey, executive of the *Dallas Morning News*, which owns WFAA, and Robert S. Peare, vice president, General Electric Co., WGY.

Guests at the dinner will include Frank E. Mullen, NBC executive vice president, other NBC officials and the following officials of stations honored late last year for their 20 years of affiliation with the network: John J. Boyle, managing director, WJAR Providence; Paul W. Morency, vice president and general manager, WTIC Hartford; Harry Bannister, general manager, WWJ Detroit; George M. Burbach, general manager, KSD St. Louis; William H. Rines, managing director, WCSH Portland, Me., and H. Dean Fitzer, manager, WDAF Kansas City.

A salute to the 21 stations whose 20th anniversaries with NBC fall due this year will be broadcast on NBC Jan. 23, 6:15-6:45 p. m. entitled *The 20th Anniversary Salute*, to be directed by Jack Hill. The remaining stations will be similarly honored at ceremonies later.

Distress Channel

A SECOND distress frequency, 8280 kc, was placed in service in the U. S. last Wednesday by FCC. It will be used by maritime and aeronautical services in the U. S., in addition to the international distress frequency of 500 kc. Transmission on the new high frequency channel must cease twice hourly for three minutes, except for emergency or distress messages.



VIEW of new WBKB Chicago studio, 34 x 55 ft. shows orthicon cameras, mike boom (center) and a few of the Tele-Light fixtures, each containing 12 lights. Station has been operating from the new studio (partly on experimental basis) for about two months. When new floor is installed, cost of complete studio will amount to approximately $150,000.

Television's Greatest Need Today Is Flexibility, Paul Belanger of CBS Says

FLEXIBILITY is the one thing most needed in television today, according to Paul Belanger, a CBS television program director, who spoke last week before the American Television Society in New York.

Mr. Belanger, who received the Television Broadcasters Assn. award in October for his outstanding artistic program *Dance in Television*, recommended:

"Flexibility in the lighting units, which will completely cover the ceiling, attached to a complex catwalk which will crisscross over the entire studio area.

"Flexibility in the separation of the studio floor itself into individual sections to be lowered or raised on hydraulic elevators, giving an unlimited arrangement of platform levels.

"Flexibility in the treadmills and revolving stages which are part and parcel of the 20th century theatre . . . and in the number of film projectors, so that problems presented by the cueing up of short film strips in quick succession will vanish.

"Above all, flexibility in the previewing of advance shots in the control room, with technical assistants feeding to the director's desk only those shots he is concerned with at any given point in the scenario—totally relieving him of the advance setting-up of the sequence of his show, and leaving him free for a more precise polishing and editing at the final stages."

Mr. Belanger declared that the television industry is oversupplied with men who say, "it has to be done this way," and undersupplied with men who say, "well, I'm not sure."

Urging differences of opinion because they "produce the greatest good for the greatest number," the CBS television director, on the other hand, urged respect for the "fundamental rule of creative thinking in any art or science—unity within variety."

In addition to the industry's need for flexibility, Mr. Belanger stated that "unity — united thinking, united planning—and modern conveniences" are the two other things most needed in television today.

Recommending the use of 10 cameras on a program, he attributed "every technical fault in the pace and visual variety of today's television shows to the use of two or three cameras on a program" instead of 10.

Savings Bond Series

THE U. S. SAVINGS BONDS Radio Division last week began production on a series of transcribed variety programs which will be aired on more than 1,000 stations beginning Feb. 16. With Kenny Delmar as permanent m.c., such radio and film stars as Gladys Swarthout, Henry Morgan, Lauritz Melchior, Gracie Fields, James Melton, Hildegarde, Alec Templeton, and Zazu Pitts will make guest appearances. Discs will be cut on a two-a-week basis each Thursday afternoon before a studio audience at NBC, and will be released to stations for one-a-week airing as a public service presentation. The Joseph Katz agency, through the Advertising Council, supervises savings bonds transcriptions.

FUNKHOUSER AGENCY STAFF IS ENLARGED

APPOINTMENT of several men to the staff of Justin Funkhouser Advertising Inc., Baltimore and New York agency, as a part of the firm's reorganization and expansion program was announced last week by Justin Funkhouser, head of the agency.

As radio director, Harry H. Wright, former partner in L. C. Pedler agency and representative of several radio stations, will supervise all radio and television activities. New media director will be Jay Wingate, former vice president of Dorland International agency. Mr. Wingate will be responsible for all space buying operations, together with Richard Jeffrey, who has been appointed space buyer.

Public relations will be headed by Malcolm MacPherson, who directed publicity for the Ralph Jones agency and traveled as special adviser to the Republican presidential candidate in the last election. Production will be under supervision of Dan Wright, who was with Calkins & Holden for 16 years as production chief and who held a similar position with War Finance Division, Treasury Dept., for three years.

Paul Cornell, whose appointment as creative director of the agency and manager of the New York office was announced by Mr. Funkhouser in November, is noted for the copy writing he produced for his own agency and as president of Geyer, Cornell & Newell Inc. The New York office will open soon, Mr. Funkhouser says.

Radio Newsmen See Our Peacetime Navy Operate

IN ORDER to inform the public of peacetime life at sea, the Navy is sending out radio newsmen on a number of cruises. The *U.S.S. Wisconsin* Naval Reserve cruise left Norfolk Jan. 6 and returned Jan. 18, after a trip through the Panama Canal Zone. Reporters were allowed to make recordings during the cruise.

Radiomen aboard were: Edward S. Whitlock, vice president, Virginia Assn. of Broadcasters, and manager of WRNL Richmond; Allan Brown, news and special events director of WTMA Charleston, S. C.; Charter Heslep, Mutual Washington representative; Ernest W. Mitchell, manager of Radio Roanoke, WROV Roanoke; Edward N. MacWilliams, independent radio producer.

The *U.S.S. Manchester* on the first phase of a shakedown cruise from Boston to Guantanamo Bay, Cuba, returning to Washington Jan. 11, had aboard the following radiomen from Manchester, N. H. stations: Warren Journay, WFEA; Herbey Carter, WMUR; William Carlyle, WKBR.

Other cruises are planned for the future.

PICTURE TUBES
Rack-Enclosed Testing Units Aid TV Sharpness Study

VOLTAGE to test several rack-enclosed television picture tubes at General Electric plant in Schenectady is turned on by Alice Bent.

TELEVISION PICTURE tubes which provide the same size picture that flashes on a direct-view television receiver are used by General Electric electronic tube engineers to make sure that the kind of picture owners of television receivers see on their video sets is sharp and bright. Life expectancy of the picture tubes, which are kept enclosed in racks, is short, usually from two to four months, the GE electronics department explains.

The life-test rack is one of the two main units used by GE in testing cathode-ray tubes. The other is the universal test set.

The life-test equipment will handle 16 electrostatic tubes and 16 electromagnetic tubes simultaneously. The tubes are run under conditions more severe than they would encounter in actual operation in order to determine how screen brightness, emission and cathode quality vary with operating time. They are operated with a normal television raster but without a picture.

Suit Continued

THE SUIT against Walter Winchell and ABC, filed three years ago by George Washington Robnett, executive secretary of the Church League of America, drew another continuance Jan. 14, in Chicago Federal court. Judge John P. Barnes, who granted the continuance on the motion of Mr. Robnett, set May 26 as the date for hearing. Mr. Robnett seeks $1,000,000 in damages from both Mr. Winchell and ABC on libel charges resulting from the former's recommendation of *Under Cover* by John Roy Carlson on a network broadcast. Similar suits are pending against Mr. Carlson and Lennen & Mitchell Inc., former advertising agency for Winchell's sponsor, the Andrew Jergens Co.

WIZZ INSTALLATION WORK MOVING AHEAD

WIZZ(FM) Wilkes-Barre, now on the air in interim operation with broadcasts from noon to 9 p. m., expects to complete installation within three months for full use of its authorized facilities, President and General Manager Richard G. Evans announced last week.

The station is assigned 103.3 mc (Channel 277) with 2500-w effective radiated power and antenna height 1,065 feet above average terrain. Now operating with a 250-w GE transmitter, two-bay GE antenna and associated GE speech input equipment, WIZZ has received reports that it is heard in communities as far as 60 to 70 miles away.

Temporary studios are maintained at the transmitter site, Mountain Top, Pa. Permanent main studios will be in Wilkes-Barre. A Blaw-Knox tower will be installed, with a GE 90-foot four-bay antenna.

WIZZ is licensed to Scranton-Wilkes-Barre-Pittston Broadcasting Co., which received its final construction permit last September [BROADCASTING, Sept. 16]. It is owned by a number of business and professional men including President Evans (17.32%), who is a former commercial manager of WBAX Wilkes-Barre; Simpson Goodfellow (11.07%), and Vernon Lambert (8.52%), owner of a local electric service. Interim operation was started Dec. 13.

Orchids to KFAB

DON SEARLE, former manager of KFAB Omaha, was among the many persons who extended congratulations to the station on the occasion of its increase in power to 50 kw [BROADCASTING, Jan. 13]. Commenting on KFAB's growth Mr. Searle told BROADCASTING last week: "Although it has been several years since I have actively participated in the operation of KFAB, I cannot help but feel a warm glow of satisfaction in its growth to 50,000 watts. I am confident that under its present splendid management KFAB will take full advantage of this opportunity to better serve a greater audience."

Keeping Chin Up!

"MERELY KEEPING my chin up," said Bob Colwell of SSC & B in explaining the sprouting foliage on the lower part of his face. One of the chief advertising executives on the Smith Brothers account, Mr. Colwell has joined S. B. executives who are sporting chin whiskers in honor of Smith Brothers' 100th anniversary.

Mr. Colwell insists that he intends to make the whiskers a permanent part of his appearance . . . at least until he gets a razor account.

HOWARD STARK JOINS SMITH DAVIS IN N. Y.

HOWARD E. STARK, radio broker, has merged his company with Smith Davis & Co., newspaper and radio brokers, and will act as radio director for the latter concern, it has been announced by Mr. Davis.

Mr. Stark, formerly doing business as Stark & Co. Inc., New York, henceforth will be located in the New York Smith Davis office in the Waldorf Towers.

The move presages expansion of the Davis firm's activity in the radio field, according to Albert Zugsmith, vice president. Mr. Zugsmith handled the transaction last Monday involving transfer of majority holdings in WDSU New Orleans (See story, Page 81).

Mr. Stark, before forming his own company in 1946, had been associated with Lehman Brothers, New York investment banking firm.

Places in Italy

STANDARD BRANDS, New York, has started a two-month campaign on behalf of Royal baking powder on Radio Milan, Radio Turin and Radio Genoa in Italy. The campaign features singing commercials by Elsa Miranda, known in the U. S. as the *Chiquita Banana* girl. Freemantle Overseas Radio, New York, is handling campaign.

INVEST YOUR AD DOLLAR WCKYs-ly

IN THE GREAT CINCINNATI MARKET

L. B. Wilson

WCKY

FIFTY THOUSAND WATTS OF SALES POWER

California Broadcasters Organizing State Group

PLANS FOR FORMATION of a California state association of broadcasters, dormant for the past year, have been revived on recommendation of the NAB, and articles of incorporation are being drawn up. The new organization will work for joint action in legislative matters affecting California radio and plans to have a representative in Sacramento to keep broadcasters of the state informed on proposed legislation. Its activities will in no way affect the independent status of Northern and Southern California Broadcasters Assns., it was pointed out.

Committee working on the details of setting up the new organization includes: C. L. McCarthy, KQW San Francisco; Paul Bartlett, KFRE Fresno, and Art Westlund, KRE Berkeley, all representing Northern California Broadcasters Assn., and Calvin Smith, KFAC Los Angeles; Fox Case, KIST Santa Barbara, and Lee Wynn, KGER Long Beach, representing Southern California Broadcasters.

NORMA A. SCHILDER, former reporter with the Brooklyn Eagle, has joined Advertising Ideas, New York, as copy chief.

THE "SALESMAN" Panacoustic portable playback unit could sell itself on merit even without the name, explains Eugene Rosen, sales manager of U. S. Recording Co., manufacturer of the machine, to his secretary, Martha Aldrich. It operates at 33⅓ or 78 rpm, on AC or DC current, contains a seven-tube amplifier, weighs 25 lbs., and is encased in an 18-inch leather overnight bag.

Named by Cooke

CHARLTON COWLING, former manager of the Detroit office of Headley-Reed Co., has been appointed manager of the new Detroit office established by Donald Cooke Inc. 701 Penobscot Bldg.; phone: Cherry 6881.

ASKS UP, AP, INS MEN TO BE RADIO-MINDED

SINCE HUNDREDS of American radio stations are served by wire services, Dave Driscoll, director of news and special features at WOR New York, has urged wire service correspondents to recognize themselves as radio correspondents as well as newspapermen.

Mr. Driscoll, in a letter to UP Vice President and General Manager Edward Johnson, suggested that "in view of the fact that United Press has such an imposing list of radio clients, I'd like to suggest for your consideration a policy for United Press wherein UP writers regard their own work . . . as newspaper and radio work."

In addressing similar letters to AP and INS officials, Mr. Driscoll said he believes wire services have no intent to forget radio. However, he doubts that wire service correspondents realize how much of their work is actually broadcast.

FM Affiliate of KFBC To Go on Air in 60 Days

KFBA, FM affiliate of KFBC Cheyenne, Wyo., is expected to be on the air within 60 days, William C. Grove, manager of KFBC, announces. KFBA will operate on Channel 239 (95.7 mc).

The new FM outlet will use a 1 kw RCA BTF-1C transmitter, Mr. Grove states. Installation of the new equipment is under way under direction of Clark Grove, chief engineer, with the assistance of Bud Roberts and Ray Versaw, transmitter engineers.

Save on Tie Lines

EFFECTIVE Feb. 1 the American Tobacco Co. will save approximately $100,000 on tie lines for its commercials on its three shows by transferring the origination point of the commercial from New York to Hollywood. Currently the shows, *Hit Parade*, Jack Benny and Frank Morgan, originate in Hollywood but the commercials, which include the tobacco auctioneering chants, have been picked up from New York. Under the new plan, F. E. Boone and Speed Riggs, the auctioneers, will move to the Coast. Foote, Cone & Belding, New York, is the agency.

On CBC Forum

COL. KEITH ROGERS, president of Canadian Assn. of Broadcasters and CFCY Charlottetown, P. E. I., and A. Davidson Dunton, chairman of CBC board of governors, will be heard on *Citizen's Forum* Jan. 21, 8:30 p. m. on CBC Trans-Canada network on "How Could Canadian Radio Better Serve the Public Interest." This is said to mark first major debate on a Canadian network of proponents of government versus private station ownership. Program is to originate at CBL Toronto.

ON 'DRONE' PLANE
Lyle, Rodda, Freeman Report Historic Event

RADIO not only claims technical credit for facilitating the direction of the pilotless "drone" flight of the B-17 Army bomber Jan. 13 from Eglin Field, Fla., to Washington, but it also wins acknowledgement for complete in-flight news coverage of the historic event.

Aboard the drone whose movements were radio-directed from a "mother" plane were Bob Lyle, sports and special events director of WGBS Miami, reporting for ABC; Walter Rodda, WKAT Miami Beach announcer, reporting for Mutual, and Pvt. Claude Freeman, formerly with WMRC Greenville, S. C., who was acting as "Voice of AAF" in preparing transcriptions for WARL Arlington, Va., and WQQW Washington.

The Lyle report was used on the ABC Baukhage show and another on Taylor Grant's *Headline Edition* while a quarter-hour Rodda version was carried by MBS. The flight, which included bombing of a practice target in the Atlantic, ended at Washington when bad weather set in. Mr. Lyle used this enforced vacation to acquire a number of special events interviews in the Capital, using WMAL facilities.

WASL on Air

BEGINNING with nine acres of virgin forest land and on the air within 46 days after clearing of land and erection of tower and studio and transmitter building—that's the record of WASL Annapolis, Md., new daytime outlet on 810 kc with 250 w. Owned by Chesapeake Radio Corp., WASL began operations in late December. Manager is Harry E. Layman, formerly of WFNC Fayetteville, N. C., and Army Signal Corps veteran. Armand Terl, formerly with WITH Baltimore and WOV New York, is commercial manager. Doris B. Brown, previously with WAIR Winston-Salem, N. C., is business manager and Jill Allen, formerly with WRAL Raleigh, N. C., is program director. Chief Announcer Harrison Eagles had been with NBC Hollywood. WASL has Collins transmitter, RCA speech equipment and 260 ft. Lehigh self-supporting tower.

Ruppert to Place

JACOB RUPPERT, BREWER, New York, during the next two months will start an announcement campaign in the East using the theme that Ruppert beer is "Slow aged until it is full aged." Spots will be used in all Ruppert markets on the Eastern Seaboard. Theme also will be used on *Stan Lomax Sports Round-Up* on WOR New York and the New York Ranger hockey broadcasts on WHN New York. Campaign will continue through the summer. Agency is Lennen & Mitchell, New York.

KWKH

Shreveport

Announces

The Appointment

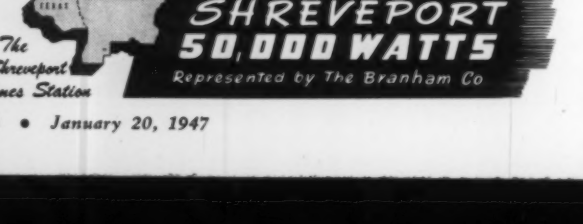
of

BOB ATHERTON

as

PROGRAM MANAGER

Until recently, Mr. Atherton was Program Manager, WMC, Memphis. Immediately prior to joining KWKH, he was engaged in putting into operation the new KOCS, AM & FM, Ontario, California.



Over Half CBS Programs Sustaining

Bryson Reviews Network Practices on Weekly Columbia Series

LYMAN BRYSON, CBS counsellor on public affairs, in a recent Sunday afternoon *Time for Reason* program over CBS, said that the Columbia network "is putting 23 hours of broadcast programs on the air every day, which amounts to 160 hours a week.

"Out of those 160 hours, at the present time, 71 hours are commercial and 89 hours are sustaining."

Program Cost

Mr. Bryson, discussing how radio is financed, said that "on the full CBS network a 15-minute period will cost the sponsor for every broadcast a price somewhere between $2660 and $7320 . . . depending upon the time of day when the broadcast is made." He stated that there are programs on the air that cost more than $20,000 for talent alone for each broadcast.

Speaking about the amount of advertising in CBS programs, Mr. Bryson said that more than half of the CBS network programs are sustaining and "carry no commercial copy whatever." The rest of them "include an average of two and three-fourths minutes of advertising copy for each program. If the station carries a larger proportion of advertising than the amount I have told you we carry on the CBS network programs, that is a matter of local responsibility and will have to be settled between the station and its own listeners."

Citing the cost of sustaining programs to the network, Mr. Bryson said that the *Columbia School of the Air* costs CBS "for program and administration more than $7000 a week, over $200,000 for the half-year it is on the air." The commercial value of the time given to the *School of the Air* series is $1,438,091.

Network Editing

In the Jan. 5 *Time for Reason* program, Mr. Bryson discussed how radio programs are edited by the network. He named four chief points on which the editors, acting for the network, may question a program offered by a sponsor.

"The network," he said, "may refuse to carry the program because it advertises something which the network believes should not be talked about on the air. Or the network may refuse the program because of the character of the program itself, for a good many different kinds of reasons. Or it may refuse it because the advertising copy, the commercials, are objectionable. Or fourth, it may refuse a program because the commercials are too long. . . . The four chief points then are the thing advertised, the entertainment that goes with it, the character of the advertising, and the length of the commercial."

Mr. Bryson said that CBS does not sell time for programs on religion or controversy, but rather it donates time for such "valuable services to the listening public." He pointed out, however, one exception to the above rule. This, he said, is "during a political campaign, when time is sold to parties and candidates who have been duly nominated."

Discussing the network's editorial control, he said that "as far as is humanly possible, the network editors keep it free of bias, either intended or unconscious. Sponsors can buy time to sell goods, but they are not allowed to sell viewpoints on controversial questions. . . . The editing department is responsible, also, for keeping comedians from cracking impolite and suggestive jokes. . . . Their popularity is network gain. But the network editors have a more important responsibility, which is to keep radio wholesome, if possible, so that anybody can listen to it, to keep it clean without making it either childish or stuffy."

Mr. Bryson stated that "the list of claims made for a product" is another point that sometimes causes arguments between network editors and advertisers. "The staff members of the CBS editing department," he said, "have agreed after long experience that most advertisers can see their own long run advantage in playing fair with the listener. If they claim too much, they risk disappointment and unpopularity. It is a sound principle, pretty well understood in the radio business, that what is not good listening is not good advertising."

March 1 Entry Deadline For Fire Contest Awards

ENTRY BLANKS are now being supplied by the National Board of Fire Underwriters to civic associations and fire departments all over the country so that they may nominate local newspapers and radio stations for the national awards and citations covering fire prevention work in 1946.

Radio stations and newspapers also may send their entries and exhibits, without any formality, for consideration by the juries of impartial judges. Entries may be received up to March 1, 1947, for material used in 1946. Entry blanks and information may be obtained from the board's headquarters, 85 John St., New York 7, N. Y.

Ceremonies bestowing the medals will be held in the local communities where the outstanding newspapers and radio stations may be acclaimed by the public "that has benefitted from their public-spirited work."

Sees Competition

PREDICTING new challenges for Hollywood, Joseph Borkin, New York economic consultant for United World Films and Decca Records, in Hollywood Jan. 13 warned that television threatens the motion picture business with stiff competition. Author of *Television: The Struggle for Power* and former chief economist in the anti-trust division of the Department of Justice, Mr. Borkin slapped back at complacent motion picture industry wiseacres who claim that video won't hurt the theatre business because people like to congregate in public. He warned that film producers will find the going tough but healthy.

'Town Meeting' Adds

THE NEW YORK *Herald Tribune*, New York, Jan. 16 for 52 weeks started sponsorship of *America's Town Meeting of the Air* on WJZ New York Thurs. 8:30-9:30 p. m. [BROADCASTING, Jan. 13]. Agency is Donahue & Coe, New York. Since ABC announced the program would be available for sponsorship two weeks ago, more than 30 local organizations have signed with ABC stations to sponsor the show in their own communities.

RADIO'S AID IN BOND SALE DRIVE IS PRAISED

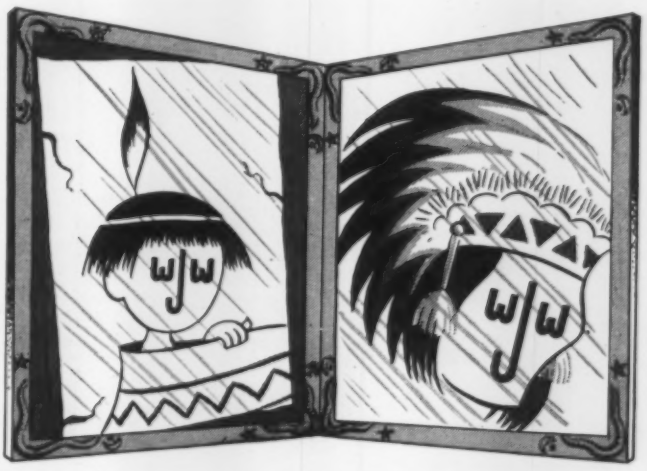
THANKS TO RADIO leadership, more than seven billion dollars worth of United States savings bonds were purchased during 1946, Brent Gunts, radio director of the Treasury Dept. savings bond division, announced last week at the regular luncheon meeting of the Radio Executives Club of New York. Mr. Gunts praised the cooperation of the broadcasting industry for helping to achieve this record in the first peacetime year.

Kenny Delmar, better known as Senator Claghorn on the Fred Allen program, received from Mr. Gunts the National Laugh Week Foundation annual plaque as "the New York postwar comedian who has made the most enduring contribution to humor in 1946."

Robert D. Swezey, vice president and general manager of MBS and REC president, announced that the club has established a $250 cash award for the most promising young artist of the year—actor, singer or musician—with New York stations to submit entries on recordings to a panel of judges made up of radio editors of New York daily newspapers and of the advertising and amusement trade press.

Harry Hirschfield, veteran comedian, acted as m. c. for a Laugh Week program featuring a dozen young Broadway comedians.

WE'VE COME A LONG WAY!



So as radio grew . . . WJW grew also . . . earned a reputation as entertainer extraordinary . . . gained the full force of a potent selling medium and . . . has won a large listening audience. WJW has attained and maintained an enviable position in a great, rich market to become . . . CLEVELAND'S CHIEF STATION.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC

Ask Jos. Weed & Company
350 Madison Ave., N. Y.

CFCY

The Friendly Voice of the Maritimes
CHARLOTTETOWN

WKBB

First in DUBUQUE

Iowa's Fastest Growing City

JAMES D. CARPENTER
Executive Vice President

Represented by
HOWARD H. WILSON CO.

KFXJ

Has come of age!

Last week we celebrated our twenty-first birthday. Since 1926 . . . same ownership . . . same management.

THE VOICE OF
WESTERN COLORADO
in
GRAND JUNCTION
920 k.c.—MBS—1000 watts

BE SURE of all news of all phases of radio advertising; of AM, FM, Television and Facsimile—all in one magazine . .

BROADCASTING
The Weekly Newsmagazine of Radio & TELECASTING

FCC Actions

(Continued from page 63)

Applications Cont.:

AM—1340 kc

WROD Daytona Beach, Fla.—Modification of CP which authorized new standard station, for extension of commencement and completion dates.

AM—1300 kc

KOME Tulsa, Okla.—CP to change frequency from 1340 to 1300 kc, increase power from 250 w to 1 kw night, 5 kw day, install new transmitter and DA for night use and change transmitter location—AMENDED: to install DA for daytime, using directional antenna for both day and night.

AM—560 kc

WIS Columbia, S. C.—CP to install new transmitter.

AM—1230 kc

KTHT Houston, Tex.—CP to install auxiliary transmitter (present site of main transmitter) to be operated on 1230 kc, power of 250 w.

FM—Unassigned

Plains Radio Bcstg. Co., Lubbock, Tex.—CP for a new (class B) FM station on frequency to be assigned by FCC, effective radiated power of 13 kw, height above average terrain 268 feet—AMENDED: to make changes in antenna system.

FM—Unassigned

Mercury Bcstg. Co., San Antonio—CP for a new (class B) FM station on frequency to be assigned by FCC, effective radiated power of 47.3 kw.

FM—Unassigned

Wichtex Bcstg. Co., Wichita Falls, Tex.—CP for a new (class B) FM station on frequency to be assigned by FCC, effective radiated power 48.6 kw.

AM—1590 kc

WNMP Evanston, Ill.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location—AMENDED: to make changes in antenna and change transmitter location.

AM—730 kc

Worthington Bcstg. Co., Worthington, Minn.—CP for new standard station 730 kc, 1 kw daytime.

AM—1000 kc

C. Thomas Patten, Oakland, Calif.—CP for new standard station to be operated on 1000 kc, power of 10 kw, DA and daytime only—AMENDED: changes in antenna from non-directional to directional and change transmitter location from site to be determined, San Francisco to Skyline Boulevard, Oakland.

License Renewal

Applications for renewal of experimental television broadcast license filed by: W3XMT New York; W9XBB W9XBK W9XBT (relays) Chicago area; W9XPR Chicago.

License Renewal

WBKB Chicago—License renewal.
WBRK Pittsfield, Mass.—Same.

Applications Dismissed:

FM—98.9 mc

WMBC-FM New York—CP for change in frequency from 45.1 mc to 94.9 mc, channel 35—AMENDED: to change frequency from channel 35, 94.9 mc to channel 55, 98.9 mc. (Request of applicant.)

FM—Unassigned

The Ohio Council of Farm Cooperatives, Columbus, Ohio—CP for new FM station—AMENDED: to specify frequency as "to be assigned," antenna system, to change transmitter site and specify rural type of station and type of transmitter. CP for new FM station—AMENDED: to specify frequency as "to be assigned," antenna system, to change transmitter site from Dunkirk, Ohio to edge of Ada, Hardin County, Ohio and specify rural type of station, and type of transmitter. CP for new FM station—AMENDED: to specify frequency as "to be assigned," antenna system, to change transmitter site from Dalton to 1 mile west of Dalton and 10 miles west of Massilon, in Wayne County, Ohio; and specify rural type of station and type of transmitter. CP for new FM station—AMENDED: to specify frequency as "to be assigned," antenna system, to change transmitter site from Lebanon, Ohio to 3.1 miles northwest of Waynesville near Lytle, Ohio, and specify rural type of station and type of transmitter (request of applicant).

Applications Tendered for Filing:

AM—1240 kc

Washtenaw Bcstg., Lansing, Mich.—CP for new standard station on 1240 kc, 250 w and unlimited hours (request frequency now occupied by WJIM).

AM—790 kc

WTAR Norfolk, Va.—Consent to transfer of control in licensee corporation from S. L. Slover and Henry S. Lewis, executors of the estate of Paul S. Huber, deceased, and S. L. Slover, H. S. Lewis, and Katherine A. Evans, individually, to S. L. Slover, H. S. Lewis and P. S. Huber Jr., voting trustees under voting trust agreement.

AM—1240 kc

Arkadelphia Bcstg. Co., Arkadelphia, Ark.—CP for new standard station 1240 kc, 250 w and unlimited.

AM—890 kc

Longview Bcstg. Co., Longview, Tex.—CP for new standard station 890 kc, 250 w daytime.

Jan. 16 Decisions . . .

BY COMMISSION EN BANC

AM—1240 kc

Gene Burke Brophy, Nogales, Ariz.—Granted CP for new station to operate on 1240 kc, 250 w, unlimited time; engineering conditions.

AM—970 kc

Sun River Broadcasters, Great Falls, Mont.—Granted CP for new station on 970 kc, 5 kw, DA-N, unlimited.

AM—1590 kc

Lou Poller, Chester, Pa.—Granted petition requesting consideration and grant of his application without hearing; adopted an order removing application from hearing docket and granting CP for new station on 1590 kc, 1 kw, day only; engineering conditions.

AM—1000 kc

Kinston Bcstg. Co., Kinston, N. C.—Reconsidered its action of Dec. 19, 1946, setting aside grant made Dec. 17 for new station, pending further investigation of qualifications of applicant's director and stockholder, John G. Dawson, and granted CP for new station on 1000 kc, 1 kw, day only.

AM—1250 kc

KPAC Port Arthur, Tex.—Granted CP to change transmitter location, install new transmitter, install new DA for nighttime use; increase day power from 500 w to 5 kw, night power from 250 w to 1 kw, DA-night, unlimited, 1250 kc; engineering conditions. (Application was improperly listed as a Line 2 case and was moved to Line 1 and granted.)

Changes Assignment

KGEM Boise, Ida.—Granted consent to assignment of CP for KGEM from Franck C. Carmen, et al to Idaho Bcstg. and Television Co. Assignment is from partnership to newly organized corporation, growing out of death of one of the partners.

AM—1480 kc

WSAR Fall River, Mass.—Granted CP to increase power of station WSAR from 1 to 5 kw on 1480 kc, change transmitter location, and install a new transmitter, with DA-2.

Increases Power

WKAT Miami Beach, Fla.—Granted CP to increase daytime power from 1 to 5 kw, subject to correction of any interference complaints and reduction of power if necessary. (Comr. Durr for hearing.)

Petition Denied

Central Mich. Radio Corp., Lansing, Mich.—Adopted order denying petition requesting that four applications which are now paired in two consolidated proceedings, be consolidated, or in alternative, that the two proceedings, each involving two applications, be heard simultaneously.

AM—1270 kc

WHBF Rock Island, Ill.—Granted CP to replace present east tower of AM directional array and mount FM antenna thereon, subject to submission of proof that authorized DA pattern of WHBF will not be changed.

FM Conditional Grants

The New Haven Bcstg. Corp., New Haven, Conn.—Authorized conditional FM grant for class B station, subject to further review and approval of engineering details.

Narragansett Bcstg. Co., Fall River, Mass.—Same except class A station.

WOW Omaha—Same except class B station.

Joe L. Martinez and Harold O. Bishop, d/b as FM Bcstg. Co., Albuquerque, N. M.—Same except class A station.

Lockport Union Sun & Journal, Lockport, N. Y.—Same.

Greensboro Bcstg. Co., Greensboro, N. C.—Same except class B station.

The Crosley Corp., Columbus, Ohio—Authorized conditional FM grant for class B station, subject to further review and approval of engineering details (Comr. Durr for further inquiry).

Summit Corp., Scranton, Pa.—Authorized conditional FM grant for class B station, subject to further review and approval of engineering details.

Larus & Bros. Co., Norfolk, Va.—Authorized conditional FM grant for class B station, subject to further review and approval of engineering details (Comr. Durr for further inquiry).

Macon Bcstg. Co., Macon, Ga.—Authorized conditional FM grant for class B station, subject to further review and approval of engineering details.

FM CPs Granted

Commission granted CPs for 20 FM stations. See story on page 69.

Developmental

Sarkes Tarzian, Bloomington, Ind.—Granted license for new developmental station (W9XHZ) on 87.75 mc; 500 w, A3 emission, for period ending May 1, 1947.

TV—66-72 mc

Maison Blanche Co., New Orleans—Granted CP for new commercial television station; frequency 66-72 mc (channel 4); visual power: 13.6 kw; aural 7.2 kw; antenna 375 feet.

TV—60-66 mc

Allen B. Du Mont Labs., Pittsburgh—Granted CP for new commercial television station; frequency: 60-66 mc (channel 3); visual power: 14.6 kw; aural 7.3 kw; antenna 818 feet.

In Pending File

The above is the fifth grant made to Du Mont-Paramount interests. Since that is maximum number allowed in television, following applications involving same interest were placed in pending files: Allen B. Du Mont Labs., Cincinnati, Cleveland; Interstate Circuit, Dallas; New England Theatres, Boston; United Detroit Theatres Corp., Detroit.

KOSA (250 w) TAKES AIR AT ODESSA, TEX.

KOSA Odessa, Tex., new CBS and Southwest Network affiliate, was scheduled to take the air yesterday (Sunday), operating with 250 w on 1450 kc. Licensee is the Southwestern Broadcasting Corp., whose officers include Paul Moss, president; Dorrance D. Roderick, vice president, and Val Lawrence, treasurer. Mr. Roderick, publisher of the *El Paso Times*, also is owner of KROD El Paso and KSIL Silver City, N. M.

Cecil Trigg is general manager of the new station. John Braue is program director and Harold Kitner news editor.

In order to produce strongest possible signal, the station has erected a 350-foot tower around which are ten acres of ground covered by a mesh of heavy copper wire buried just under the surface.

A Message to New Broadcasters

For that new broadcast station you are planning, let me assist you in every phase of its ultimate establishment including studio and station designs, layouts, construction specifications, guidance of your architect, equipment selection, installation diagrams, technical services, studio furnishings, styling, color schemes, programming, network affiliation, sales plans, rate structures, promotion, operating procedure, personnel selection, etc. Professional guidance will save you money and costly delays. Inquiries invited.

ERNEST A. BARBEAU
Radio Station Consultant
84 Furman Street Schenectady, N. Y.

WHILE visiting Chicago, Prime Minister Alcide De Gasperi of Italy, delivered a speech to Italo-Americans direct from his hotel suite over WSBC Chicago. Pictured with him (l to r) are: Robert O. Miller, general manager of WSBC; Professor Ferdinando Della Rocca, Secretary to the Prime Minister; Signorina Maria Romana De Gasperi; the Prime Minister; and Amerigo Lupi, president of the Roma Broadcasting Co.

77.5% Interest in WDSU Goes To N. Y. Broker for $580,000

CONTROLLING interest (77½%) in WDSU New Orleans has been acquired by William Spiegelberg and associates for about $580,000 in a transaction consummated last week, subject to FCC approval.

Mr. Spiegelberg, a Wall Street broker, and his associates purchased the stock held by E. A. Stephens and H. G. (Bud) Wall. Fred Weber, former general manager of MBS and stockholder and general manager of WDSU since 1943, retains 22½% of the ownership and continues in the managerial post. Total price put on station in consummating transaction was understood to have been $750,000.

The transaction was arranged by Smith Davis & Co., newspaper and radio brokers, under personal direction of the firm's vice president, Albert Zugsmith. Negotiations were completed Jan. 13.

WDSU, New Orleans ABC affiliate, formerly had been owned solely by J. H. Uhalt, the founder, and became the property of Mr. Wall, Mr. Stephens and Mr. Weber in September, 1943. It is on 1280 kc with 5 kw.

Mr. Wall formerly was president of WIBC Indianapolis. With the sale of his interest in WDSU, he retains ownership in no radio properties. Before his activity in Indianapolis radio, he had been secretary and director of the Fort Industry Co., operating stations in Ohio, West Virginia, Georgia and Florida.

Mr. Stephens is a New Orleans automobile dealer and railroad executive, long prominent in Louisiana politics.

The Spiegelberg interests, according to Mr. Zugsmith, are new to radio. The same group unsuccessfully bid for WOOD Grand Rapids when it was sold to ABC [BROADCASTING, Aug. 26, 1946].

KEEN San Jose Planning To Start About March 15

KEEN San Jose, Calif., owned by the United Broadcasting Co., is to go on the air about March 15. Station is a 1000 w independent which will operate on 1370 kc. Studios are in the Hotel de Anza.

George Mardikian, owner of Omar Khayyam restaurant, is president of the company. Other principals are Floyd Farr, assistant program manager of KPO San Francisco; Sam Melnicoe, engineer of KPO; George Snell, who recently resigned from the program staff of KPO; and Alfred Aram, San Jose attorney.

Mr. Snell has been named program manager. Station will operate from 6 a.m. to midnight daily. Programs will be built around news, sports, music and community service.

JAMES LEAVING FCC; WILL PRACTICE LAW

WALTER E. JAMES, assistant to the General Counsel of FCC, has resigned effective Jan. 31 to enter private law practice in the firm of James, Adair & Elmore in Montgomery, Ala.

Mr. James joined FCC in 1941 as assistant to Comr. Clifford J. Durr and became assistant secretary of the Commission in 1943. Commissioned a lieutenant in the Navy in 1944, he saw action at Iwo Jima, Okinawa, and with the Third Fleet in the East China Sea.

When he returned to the Commission in early 1946 he was made special assistant to Chairman Paul A. Porter. Following Mr. Porter's resignation to become OPA Administrator, he was made assistant to the General Counsel on July 12, 1946. His successor in that post has not been chosen. Mr. James formerly served as special assistant to the Administrative Management Division of the Commerce Dept. and as office manager of the Employment Division of Federal Works Projects Administration. He is a native of Montgomery.

AGENCY RADIO HEADS, MBS OFFICIALS MEET

MUTUAL EXECUTIVES met promotion and radio directors of five advertising agencies Thursday in Chicago to discuss a mutual problem—how to avoid conflict of promotional offers and ideas on their respective programs.

Ed Kobak, Mutual president, who conceived the idea of a network agency conference, denied reports that it was inspired by any desire to subject the networks' impressive list of juvenile programs to a sociological shot in the arm. Said Mr. Kobak at the conclusion of the meeting, "We had three objectives: (1) to work out a schedule for premium offers that would eliminate duplication (three of Mutual's clients recently had ring offers on their respective programs simultaneously); (2) to synchronize story outlines in advance and (3) to discuss promotion plans.

The MBS president said the meeting, which he termed the first of its kind he ever attended, anticipated many problems that might have come up in the future with each agency working independently of its competitors.

"We had no intention of toying with plot or characters because we both feel our juvenile programs not only entertain but inspire their listeners," he declared.

Participants

Participating in the meeting were Mr. Kobak; Ade Hult, vice president of MBS Central Division; his assistant, Carrol Marts; Dorothy Kemble, MBS continuity acceptance director; Harold Coulter, MBS promotion director; Roz Metzger, radio director of Ruthrauff & Ryan, Chicago (*Hap Harrigan*); Robert Wolfe, Kenyon & Eckhardt, New York (*Superman*); Jerry Kircher, vice president, Ralston Purina Co. (*Tom Mix*); Phil W. Cleland, Benton & Bowles, New York (*Buck Rogers*), and Robert Wilson, Hill Blackett (*Captain Midnight*).

As a result of the meeting each agency will prepare its story outline, premium offers and promotion sufficiently in advance to avoid duplication.

Ship-to-Shore Grant

SHIP-TO-SHORE radio communications for vessels operating in the upper Columbia River, from Bonneville, Ore., to Pasco, Wash., about 150 miles, was authorized by FCC last week in a grant to Tidewater-Shaver Barge Lines and Inland Navigation Co. for coastal harbor radiotelephone stations at Umatilla and The Dalles, Ore. The 10 vessels operated by these companies, and Government and private boats regularly navigating that portion of the river will use the service. Both stations will operate on 2738 kc, the one at Umatilla with 100 w and the one at The Dalles with 65 w.

EXCLUSIVE COVERAGE OF THE CHAMPLAIN VALLEY AREA
WCAX BURLINGTON
VERMONT'S ONLY CBS STATION
1000 WATTS • FULL TIME

Preferred by Advertising Agencies*
Your most important influence on spot time
* Preference proved by top A.B.C. agency circulation
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St. Chicago 11, Ill.

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

CHANGING YOUR ADDRESS? then...
RUSH US A CARD OR EVEN BETTER
BEAT ON THE TOM-TOMS OR SEND US A LETTER.
GIVE US A RING USE RADIO, TOO
BE SURE TO TELL US WHEN YOUR ADDRESS IS NEW.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Engineer—For permanent or part time position with Washington consultant. Must be capable of handling all types of field work, adjusting multi-element directional systems and completing proofs of performance. State detailed qualifications and salary required. Box 485, BROADCASTING.

Transmitter engineer for progressive NBC affiliate in upstate New York. Good working conditions. Send qualifications at once to Box 492, BROADCASTING.

Operator—first class for transmitter. Pennsylvania station. Give references, salary expected, full details in letter. Inquiries confidential. Box 538, BROADCASTING.

New New England network affiliate needs first class engineer to complete staff. Opportunity to grow with progressive station in beautiful and prosperous community. Send qualifications, salary requirement. Box 556, BROADCASTING.

Help wanted: Combination traffic and continuity writers; salesman, and experienced radio bookkeepers. Give complete information in first letter, stating experience, expected salary etc. Positions open in three stations in east coast area. Could also use experienced news reporters to handle local news coverage and reporting. Box 567, BROADCASTING.

Announcer — Progressive New England station is looking for qualified disc jockey capable of doing all-round good job. Write enclosing picture, stating salary requirements etc., to Box 573, BROADCASTING.

Chief announcer—Network affiliate in New England is looking for an experienced and qualified chief announcer who knows how to lead and direct men. The man we want does a top newscasting job and has knowledge of station promotion. Starting salary $60 with guarantee of receiving $70 after two months if you are the man and we keep you. If you believe you are the man, send complete details and picture to Box 574, BROADCASTING.

National transcription sales company has opening for salesmen. Commission basis. Top-flight shows. Box 575, BROADCASTING.

Salesman. Here's where ambitious hardwork and the intelligence to put due emphasis on and sell smaller local accounts will pay off. Outstanding programming and promotion of this young local network outlet in large midwest market has already won great acceptance. But, sales manager now carries bulk of billing. Need another good man who wants to build security and income through long-range selling of account list limited only by own ability. Draw against commission to start; eventual transition to commensurate salary and over-ride for permanent future with station determined to be one of nation's finest. Send full experience, details and immediate income requirement to Box 583, BROADCASTING.

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 587, BROADCASTING.

Announcer with top flight abilities wanted for position with stringent requirements. Commensurate salary. Audition disk, photograph, references required. New station. Box 591, BROADCASTING.

Help Wanted (Con't)

Salesman wanted, capable of specializing in program sales. Salary and commission against guarantee, not drawing account. Man selected will have opportunity of advancing to commercial managership. New kilowatt ful time network affiliate. Box 594, BROADCASTING.

Wanted—Manager for small station in middle east. Prefer single man with general knowledge of radio and especially with sales background. Box 592, BROADCASTING.

Program manager—Unusual opportunity for experienced program manager in station in suburban Washington. Must have references in similar position, state salary and availability when writing Box 596, BROADCASTING.

Chief engineer for eastern metropolitan station going on air in March. Fine chance for experienced technician. Must have had practical experience as chief engineer. Indicate salary and when free. Box 597, BROADCASTING.

Commercial manager. Go-getter, able to stand on own legs in competitive market for new station in suburban Washington. Must be good salesman and able to prove it by past work. Box 598, BROADCASTING.

Engineer wanted for station Washington, D. C. area. Good job chance for promotion. Box 599, BROADCASTING.

Salesman for suburban station Washington. This is an unusual break for a man who can sell and wants to earn more than the ordinary salary. Write Box 600, BROADCASTING.

Chief engineer for new 1 kw daytime station at Charleston, S. C. Must be able to handle responsibility for installing all equipment, supervising renovation studio quarters, etc. Write in full confidence giving details on yourself and experience, salary required, etc. Station owned by an engineer. Write J. B. Fuqua, WGAC, Augusta, Ga.

Announcer—Versatile staff man needed. Play by play sports experience not essential but definitely desirable. Send full information including transcription and photo. WOSH, Oshkosh, Wisconsin.

Traffic manager, young woman who is competent secretary, TWX operator with practical experience as manager or assistant traffic manager network station. Excellent starting salary with better than average opportunity for rapid advancement. Write, wire or phone KCRA, Sacramento, California.

Northwest Radio Academy, 906 E. John Street, Seattle 2, Washington, trains combination men. Announcing and first phone ticket. G.I. accredited.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KXLJ, Helena, Montana.

WTHI now constructing 1000 watt AM and 20,000 watt FM in Terre Haute, Indiana. Now interviewing applicants for sales, program, engineering and office personnel. Write full qualifications, references, salary expectations, stating when you would be available for interview. Write Robert H. Warner, WTHI, 313 Fairbanks Block, Terre Haute, Indiana.

TOP RADIO EXECUTIVE

with highly successful experience in broadcasting advertising including network sales, national station representation in New York and eastern area, also station operational experience in south, and wide acquaintanceship among key station executives everywhere in U. S., having done competitive survey and setting up of advertising schedules on stations throughout the nation . . .

DESIRES KEY POST—

either in national representation field, combination business manager and account executive or RADIO DIRECTOR in advertising agency, station relations executive, or—specifically Commercial or General Manager in radio station, regional or national network. Box 569, BROADCASTING.

FOR SALE

Midwest Radio Station

Duoply creates opportunity to acquire well-established station, network affiliate with fine record and great potential. Located in excellent midwest market. Quick action necessary. Price $150,000.

Write or Phone

BLACKBURN-HAMILTON CO.

RADIO STATION BROKERS

SAN FRANCISCO — Ray V. Hamilton, 235 Montgomery St., Exbrook 5672

WASHINGTON, D.C. — James W. Blackburn, 1011 New Hampshire Ave., National 7405

WANTED!

PROMOTION MANAGER

A 50,000 watt network station in an important Middle Atlantic city will enjoy hearing from an experienced sales promotion man who appreciates full rein, opportunity for advancement, alert management, and a generous budget to invest. Write fully in strictest confidence.

BOX 619, BROADCASTING

PERSONALITY?

Here's a new, refreshing personality in the humor field . . . but not in the weeds. It takes a lot of humor to ask for 110 a week! Show adaptable to discs, morning stuff and single productions. Writer chips in on the 110 moolies. Experience? 5 years. Sample transcribed audition on request. Box 580, BROADCASTING.

For sale—1260 feet 1⅝ inch Isolantite transmission line No. 854. Immediate delivery. Current price, plus freight. Box 579, BROADCASTING.

CAPABLE MANAGER AVAILABLE

After one year as manager of a long established regional network station, I am resigning because of limited opportunity.

During the year I have increased this station's gross income and NET PROFIT more than 60% above any previous year of its operation.

I am capable in all phases of management and operation; strong on programming, audience and station promotion, and real public and community service.

My abilities in sales and sales direction are very high.

If your problem concerns the organization and direction of a new station or the reorganization of an older one, I may be the man you need.

I am far more interested in the potentials of your market and your willingness toward sound promotion than I am in the size of your station itself.

Basis of compensation is open and there must be a real opportunity to share in the profits I can build for you.

I am favorably known in the industry and my many references should please you.

BOX 621, BROADCASTING

KEY PERSONNEL

Available

MANAGER
TOP SALESMAN
PROGRAM DIRECTOR
CHIEF ENGINEER

Average over ten years experience.

Single station $15,000,000 market

Multiple station $25,000,000 market

BOX 581, BROADCASTING

TOWERS ! !

IMMEDIATE DELIVERY!

Uniform cross section guyed. 150 feet to 300 feet. Priced to fit the pocket-book. Designed to please the engineer. Complete with guyes and lighting. First come, first served!

RADIO ENGINEERING COMPANY
1355 MARKET STREET
SAN FRANCISCO, CALIFORNIA
MARKET 8171
N. J. PATTERSON, OWNER

WANTED BY LEADING TRANSCRIPTION MANUFACTURER

Salesmen interested in earning potential income or more than $10,000.00 per year. Experienced radio station men to cover territories east of the Rocky Mountains for sale of transcription library and syndicated recorded programs. Liberal drawing against commissions. Automobile necessary. Give full details in first letter. Box 620, BROADCASTING.

NOT WANTED !

A "big-time" station. If you are looking for a station manager who is looking for a *small* station to manage, preferably new and independent—write. Single man who knows all phases of radio, with the accent on writing and programming and can SELL is available for a salary that is REASONABLE. Young veteran, prefer midwest. BOX 602, BROADCASTING.

Do You Want to

BUY or SELL A Radio Station?

The Blackburn-Hamilton Company, exclusive Radio Station Brokers can help you. Confidential — NEGOTIATIONS — APPRAISALS — FINANCING — MARKET ANALYSIS — CONTRACTS —

Write

BLACKBURN-HAMILTON CO.

SAN FRANCISCO — Ray V. Hamilton, 235 Montgomery St., Exbrook 5672

WASHINGTON, D. C. — James W. Blackburn, 1011 New Hampshire Ave., National 7405

Help Wanted (Con't)

Versatile announcer for basic network station in midwest city of 500,000. Excellent opportunity for candidate with "man on the street" and disc jockey experience. Only man with clean record and proven reputation need apply. Give all details of your background and minimum salary required. Box 603, BROADCASTING.

Somewhere—There's a talented youngster in radio looking for an opportunity! He'd like to live in the south's richest market and work for a pair of progressive, fast-moving stations where the sky's the limit. This chap's done some announcing and has lots of ideas he'd like to put into practice. He's a veteran, willing to learn under the GI-Bill at a living wage, where there's no limit on his future. He'll do anything and everything to learn the business and will get the big assignments as fast as he can handle them. If he can handle our top platter show right now—its his. He'll send us a transcription, photo and full details immediately. Box 604, BROADCASTING.

Require engineers with first class tickets and announcers. New 250 watt station located in the south. Announcers submit audition disc. Reply Box 608, BROADCASTING.

Midsouth 5 kw now accepting applications for transmitter supervisor. Minimum requirement 5 years broadcast experience. Give full details first letter and include recent photo. Box 610, BROADCASTING.

Wanted: Young lady capable of taking complete charge of traffic department of 250 watt Texas station. Must also have experience in typing, shorthand and a smattering of bookkeeping. Pleasant working conditions, short hours, good pay in town of 27,000 population. Send picture and give full particulars in first letter. Box 611, BROADCASTING.

Promotion man for 5000 watt CBS station. Send full details, background, salary requirement, late picture first letter. H. L. Chernoff, WCHS, Charleston, W. Va.

Wanted—Engineer, 1st class ticket. Ideal working conditions in college community. New station. Contact WASL, Annapolis, Md.

Urgent openings—Bookkeeper, salesmen, announcers with tickets. RRR, (Personnel Service), Box 413, Philadelphia.

Good announcer with first ticket. $60 weekly to start. Network affiliate. KENO, Las Vegas, Nevada.

Situations Wanted

Man with excellent administrative and promotional experience plus fine musical background desires connection with agency or station as program-production manager. Outstanding references. Box 414, BROADCASTING.

Engineer, experienced. Studios, transmitters, recording. Make offer. Box 456, BROADCASTING.

Announcer, bright ideas, versatile, college, single. 2 years experience N. Y. station. Commercials, newscasting, narration, production. Will travel. Box 468, BROADCASTING.

SALESMAN WANTED

New station in one of the largest markets in the south is looking for a good salesman. With an excellent draw and commission arrangement, man selected for this job will be assured of a very substantial income. Excellent working conditions. Write in detail first letter. Box 615, BROADCASTING.

Situations Wanted (Cont'd)

Crackerjill reporter, rewrite, features, 2½ years comprehensive newspaper experience. University graduate seeks position with station or agency. Box 486, BROADCASTING.

Nine years announcing, programming, writing, merchandising, and promotion. Some selling. Good musician and hillbilly emcee. Terrific mailpull. State all including salary. Box 493, BROADCASTING.

Announcer—Versatile. 2 years experience disc shows, news, sports, football play by play, audience participation, continuity, control board. Veteran, married, 26, college. Dependable. Disc, photo available. Box 527, BROADCASTING.

Staff nucleus composed of program director, announcer, woman traffic-continuity writer; 5 years experience; will be available after February 7. Prefer locating permanently in west or southwest. Box 539, BROADCASTING.

Disc jockey. Good ad lib. Solid background in announcing, production. Excellent references. Box 548, BROADCASTING.

Program manager — assistant station manager-announcer. Seven years experience 250 watt to 50 kw, presently employed with second new station I put on air nine months ago. Experience installing and operating program department, announcing staff, traffic, promotion, sales, news, music department. Age 26, family. Permanent position only. References waiting. Box 549, BROADCASTING.

Announcer — Intelligent, aggressive, 4 years college. Short on experience, but more determined than Illinois victory in the Rose Bowl. Can act, write and handle news better than average. Box 562, BROADCASTING.

Salesman—Veteran, 25, single, college graduate. Seeks chance to prove ability. Experienced. Will travel. Available now. Box 563, BROADCASTING.

Announcer—Sincere, conscientious. College. Eight years experience all phases announcing. Excellent diction. Disc, photograph, details on request. Box 564, BROADCASTING.

Foreign correspondent for your regional network or indivdual station called in by air express transcription! Veteran radio newscaster (3 years), also overseas veteran of "People's War", has interesting proposition for you. Now employed domestically by regional net. Box 565, BROADCASTING.

Three years announcing plus three additional years of other valuable radio experiences, excluding time in service, are at your disposal in return for a fair salary. Not seeking fortune but salary must be livable. Age 28 years, married. Now in Chicago and leaving good position for reasons other than those connected with dissatisfaction. Box 568, BROADCASTING.

Station or commercial manager. 12 years successful selling, local and 50 kilowatt, best references. Box 570, BROADCASTING.

Young man with successful commercial radio record in the most competitive market in the U. S., for the past seven years, is available now as manager or commercial manager. For complete details write Box 572, BROADCASTING.

Sports announcer. Midwest specialist with a thorough knowledge of major sports. Excellent references. Box 576, BROADCASTING.

Experienced announcer . . . now employed as program director-announcer, desires to make change. Full details upon request. Box 577, BROADCASTING.

Manager-commercial manager. Topnotch woman executive with wide experience, contacts in national and local sales. Knows all phases of station operation as well as key personnel of major agencies. A productive asset to your organization. Highest reference. Box 586, BROADCASTING.

Available January 15th: Top flight merchandising and market research director. Would like to hear from station interested in starting a merchandising and research department. Box 589, BROADCASTING.

Experienced engineer, some announcing ability. Make offer. Box 590, BROADCASTING.

GI veteran desires disc jockey show in metropolitan market. Background includes 8 years announcing and production in Washington and New York. Have been on network shows, handled all phases of announcing and production in service. Newly-wed. Excellent references. If you are looking for a sober man who is not a floater, please contact Box 601, BROADCASTING.

Situations Wanted (Cont'd)

Not Corwin, but offer good commercial copy, have written and produced daily woman's feature, claim interesting voice and personality. Prefer Eastern area. Box 593, BROADCASTING.

Eighteen days to get your application on file before the freeze. We can handle three more by that time if you contact us now. Delay now means you cannot file until May first. Our phone numbers are Davenport, Iowa 2-7824, 3-8504. Call or wire L. W. Andrews. After February 7th, we'll handle your FM application. There is no substitute for experience. Let us take your idea and convert it into a CP and a completed station.

2 announcers. Work well together. Available immediately, anywhere. Write or wire Robert Boone, 460 South N. W. Highway, Park Ridge, Ill.

Midwest stations: experienced, capable announcer desires permanent position and residence. Disc will prove ability. Wire or write W. Durham, 4258 N. Kedvale, Chicago 41.

Announcer, farm and news specialty, desires immediate placement. Write for ET. Harry Caldwell, 12001 Magnolia Blvd., North Hollywood, California.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Announcer. Top references. Prefer New York City or vicinity. Veteran, single, 42. Al Bourne, P. O. Box 424, Decatur, Ill.

Can you use gal with 10 years solid radio background in sales, promotion and publicity? 3½ years time buyer leading New York advertising agency; 4 years with national reps; 2½ years in program sales. Seeking connection with agency, station, network or in public service field. Prefer New York area. Box 605, BROADCASTING.

Announcer. Formerly with CBS affiliate. Versatile. Single. Ready and raring. Box 607, BROADCASTING.

GI veteran, college man, all-round small station experience with emphasis on newscasting, platter shows and ad-libbing, desires connection in sizeable market. Best references. Box 612, BROADCASTING.

I will pay my own salary as manager of your radio station if I do not, in one year, put it on a paying basis. 18 years experience. Write or wire Box 614, BROADCASTING.

Manager-engineer, currently sales manager. Salary $550.00 monthly available through RRR, (Personnel Service), Box 413, Philadelphia.

For Sale

For sale because of possible overlap. A 250 watt, full time Mutual station. Located in town of 18,000. Southeastern section. Now clearing $25,000 per year. Station can be bought on part cash basis. Write Box 537, BROADCASTING.

Two WE lateral-vertical reproducers, complete. 9A heads never used. Opened for inspection only. Real opportunity acquire first class equipment. WJOY, Burlington, Vt.

For sale: 150 ft. self-supporting tower. WBEC, Berkshire Eagle, Pittsfield, Mass.

Used Bethlehem 325 foot self-supporting tower. Grounded shunt-fed type but can be insulated. Complete with footing pieces, side lights, top beacon with spare lamps, flasher mechanism and Weston Automatic lighting equipment. Now in storage. Excellent condition. $3500.00 F.O.B. Seattle. Station KXA, 312 Bigelow Building, Seattle 1, Washington.

Western Electric 110-A program amplifier, complete with tubes and in excellent condition; Presto 16-X recording turntable, records at 33-1/3 and 78, self contained amplifier, VI meter, Presto 1-C cutting head and audax playback arm; one RCA public address amplifier, 2 mike inputs and 2 phono inputs, 50 watt output. No reasonable offer rejected. Contact Chief Engineer, KPHO, Phoenix, Arizona.

One half of one percent common stock full-time metropolitan New York station, $4000. Box 613, BROADCASTING.

For Sale (Cont'd)

Immediate delivery, copper ribbon for grounds, ½x.063, 32c lb; brand new ⅞" soft copper coaxial tubing, 00 ft lengths, 70c ft; 16 ft radar tower sections, 19 inches square, $15 each; automatic dry air dehydrator units for up to 6" coaxails 600 ft long, $200. Electronic Service Co., 431 W. Jefferson, Louisville, Kentucky.

For sale—A New England AM radio station. Basic network—FM in construction. Net profit approximately $45,000 per year. Price $225,000. Box 606, BROADCASTING.

Wanted to Buy

Wanted—375 ft. antennae capable supporting FM addition. Give all details. Reply Box 571, BROADCASTING.

Equipment for 250 watt station complete, engineer first class graduate, also commercial manager with investment. Box 588, BROADCASTING.

Existing or interest in proposed 250/500 watt station in southwest. Replies confidential. Box 595, BROADCASTING.

Miscellaneous

Partner, business and sales experience invest $5000 proposed 250 w station. Box 584, BROADCASTING.

Radio station appraisals—Property values, market analyses. George H. Jaspert, Radio Consultant, Little Bldg., Boston 16, Mass. Hancock 4948.

Radio station brokers—Public and private financing of established broadcasting companies. Confidential negotiations for the purchase and sale of radio station. Inquiries invited. Stark & Company, Inc., Howard E. Stark, President, 10 E. 40th St., New York 16, N. Y. Lexington 2-8960.

Radio Engineer interested contacting parties who have construction permit or are contemplating new station. Twenty years broadcasting experience, construction, operation all phases engineering. Presently employed 5 kw station. Desire make investment and become permanent partner and handle engineering. Can save you money on construction. Prefer southwest. All replies confidential. Box 609, BROADCASTING.

NOW YOU CAN

INCREASE

YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Ernest McIver, Washington editor for CBS News—"My work as news editor has greatly improved as a direct result of my training in this school. My writing and broadcasting ability was augmented."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to:
NATIONAL ACADEMY OF BROADCASTING
1366 Irving St., N.W., Dept. 108, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

RADIO SCHOOLS URGED TO STRESS OPERATION

MEMBERS of the Chicago Radio Management Club this week recommended that schools featuring radio courses de-emphasize instruction in programming, writing, production and acting for a more balanced schedule to include operational activities.

Holman Faust, radio director of Mitchell-Faust Adv. Co., and president of CRMC, said the club had endorsed the radio workshop conducted by Roosevelt College in Chicago and that members would assist in conducting courses in traffic, timebuying, salesmanship and other operational functions of station and agency relations.

A committee comprised of Mark Smith, Presba, Fellers & Presba; chairman; Kay Kennelly, Arthur Meyerhoff & Co.; Roy McLaughlin, WENR, and Art Harre, WJJD, will assist in selecting qualified members of Chicago radio stations and agencies to lecture during the radio course.

REL Meet Set

INDICATIVE of the interest in FM broadcasting and its technical problems, Radio Engineering Labs. last week reported an advance registration of about 150 for the four-day REL FM Broadcast Engineering Clinic which the company is holding at its Long Island City headquarters starting this morning (Monday). Reservations have been received from as far as Texas in the U. S. A number of Canadian broadcast engineers also are to attend, according to Frank A. Gunther, REL sales manager, who said that the most distant registrant up to last Thursday comes from Sydney, Australia. Sessions will include addresses by Prof. E. H. Armstrong, inventor of FM. Paul A. De Mars of Wilmotte & Co.; C. M. Braum, chief engineer of the FCC's FM Division; Stewart L. Bailey of Jansky & Bailey and REL engineers, with ample time scheduled for questions and answers.

WRUN Full Power

WRUN (FM) Rome, N. Y., which started interim operation in late December, is making plans to go to full power with studios in both Rome and Utica as soon as materials can be secured and construction completed. Present operation from the Rome studios employs a 250-w transmitter and two-bay antenna. Ultimate operating assignment is 43-kw effective radiated power on 98.3 mc, with antenna height of 370 feet. The station, owned by Rome Sentinel Co. (*Daily Sentinel*) is currently on the air from 3 to 9 p.m. daily but plans 18 to 19 hours daily when more FM sets are available. The company also has applied for a 5-kw AM affiliate for the FM operation.

WHEN QUAKER OATS (Aunt Jemima) show *Ladies Be Seated* was aired from Chicago recently executives of the firm and the Quaker Oats agency, LaRoche & Ellis, got together for luncheon. Seated (l to r) are following Quaker executives: H. Earle Muzzy, v. p. in charge of export sales; L. R. Hawley, v. p. in charge of feed sales; L. F. Watermulder, v. p. and treasurer; D. B. Lourie, executive v. p. Standing (l to r) are: Hartley Samuels, L & E publicity director; G. N. Beecher, L & E account executive; R. S. MacDonald, Aunt Jemima advertising director; W. M. Mothersill; M. S. Stone, Quaker advertising director; Robert Hilton; J. F. Price, L & E Chicago v. p.; Peter B. Warner, R. M. Compton, Victor Elting Jr., J. O. Smith and Hugh Doney, all of Quaker.

Teen-Agers Visiting WLW Ask Pertinent Questions

YOUNGER GENERATION is not as much interested in jazz music and the lighter things of life as some parents think, Elsa Waterman, director of guest relations at WLW Cincinnati, was convinced after she had conducted a group of teen-agers on a tour of WLW's studios last week. Instead, Mrs. Waterman found that the young visitors' interests centered about technical and mechanical aspects of radio.

Among questions the group asked Mrs. Waterman were: Who made the first microphone? Who thinks of all the sound effects for a program? How fast does sound travel? How much does a radio program cost? How does a station know whether or not people listen to its programs? What effect does this knowledge have on the station? Will television ever work out? What type of music is preferred? How does a person get a job in a radio station?

A T & T Income Up

NET INCOME of American Telephone & Telegraph Co. in 1946 was $191,903,000, equal to $9.41 a share, against $171,640,228, equal to $8.66 a share in 1945, the company announced last week. For the December quarter the company's net income was $53,234,000, equal to $2.59 a share, against 1945 earnings for the same quarter of $45,704,293, equal to $2.27 a share. The consolidated report for the Bell System for 12 months to Nov. 30 shows a net income of $209,610,431, equal after minority interest to $9.98 a share of parent company stock. Gross revenues for this period were $2,080,214,649 against $1,915,586,117 for 1945. Walter S. Gifford, AT&T president, said that telephone rate increases aggregating $3,800,000 a year have been put in effect in three states, and applications have been made for rate increases in 14 other states.

Upcoming

Jan. 19-21: Mid-Winter Conference, Advertising Assn. of the West, Hotel Claremont, Oakland, Calif.
Jan. 20-23: REL FM Broadcast Engineers Clinic, REL Hdqrts., Long Island City, N. Y.
Jan. 22-24: NAB Sales Managers Executive Committee, Hotel Mayflower, Washington.
Jan. 23: Assn. of Women Broadcasters Panel, Radio Institute of Club Leaders, Washington Gas Light Auditorium, Washington.
Jan. 27: NAB Employe-Employer Relations Committee, Hotel Mayflower, Washington.
Jan. 27: Resumption CBS Color Television Hearing Before FCC, Federal Court House, New York.
Jan. 27-31: American Institute of Electrical Engineers Winter Meeting, Engineering Society Bldg., New York.
Jan. 29-31: NAB Small Market Stations Executive Committee, Hotel Statler, Washington.

Gilman Ad Club Talk

ADVERTISING must lead the way to prosperity by stimulating demand for old products and creating demand for new ones, John R. Gilman, vice president in charge of advertising, Lever Bros. Co., told the Jan. 7 luncheon of the Advertising Club of Washington. In addition, he said, advertising must enlighten the public on the elementary economics of business such as relations of capital, management and labor. Mr. Gilman said the work of the Federal Trade Commission and other Government bureaus "on the whole is a darn good thing for advertising and business." In 1934 Mr. Gilman launched *Lux Radio Theatre*, a top dramatic program, and also introduced large-scale use of Hollywood testimonials for Lux soap.

C. P. Johnston

C. P. JOHNSTON, 67, father of Henry P. Johnston, managing director of WSGN Birmingham and president of the Alabama Broadcasters Assn., died last Wednesday at his home in Uniontown, Ala., after a long illness. Funeral services were held Thursday at 3 p.m. in Uniontown. He is survived by his wife and Henry P. Johnston.

OTHER OUTLETS JOIN IN SALUTE TO WHOB

WHOB Gardner, Mass., which went on the air Dec. 23, broadcast a 2½-hour salute program Dec. 29 in which leading citizens of the community participated. The broadcast also featured a talent parade salute from WHAI Greenfield, Mass., and a transcribed dramatization about radio from WEIM Fitchburg, Mass.

WHOB, which calls itself "The Voice of the Chair City," is operating with 250 w on 1490 kc. Gardner Broadcasting Co. is licensee and David M. Richman principal owner.

Bob Fuller, formerly with WTAG Worcester, WHEB Portsmouth, N. H., and WCAX Burlington, Vt., is acting station manager and program-production manager. Other WHOB staff members include:

Ben Hubley, formerly with WRDO Augusta, Me., assistant program director and chief announcer; James Drake, formerly with WKNE Keene, N. H., chief engineer; Hugh McCoy, with *Boston American* and WCOP news room experience, news editor; Mary Marble, formerly with WTAG, woman's editor; Jim Dunham and Dick Owler, announcers; June Schirmer, receptionist-announcer; Ann Maloney, receptionist-script writer; Henry Gendron and Joseph Theodore, commercial representatives; Claire Hirons, secretary and bookkeeper; Bill Dailey and Wallace McGregor.

WHOB last Tuesday was scheduled to air the first of a series of programs prepared and presented by Gardner High School students in their Radio Workshop.

IRE Meet Set

INSTITUTE of Radio Engineers 1947 convention will be held March 3-6 at New York's Commodore Hotel and the adjoining Grand Central Palace, where more than 150 manufacturers are scheduled to display the latest radio and electronic developments. Technical sessions will comprise reading of 120 papers on all phases of radio and electronic engineering. Registration fee for non-IRE members is $3, with a special fee of $1 for college students recommended by their department heads.

WANN on Air

WANN Annapolis, Md., new 1-kw daytime station on 1190 kc, went on the air Saturday, Jan. 11. The station, authorized last July 18, is licensed to Annapolis Broadcasting Corp. and is principally owned by Morris H. Blum, formerly with the FCC Radio Intelligence Division, who is president and owns 64% stock interest, and Charles A. Blum, Baltimore engineer, secretary-treasurer and 22% stockholder. Studios and offices are located in the Annapolis Banking and Trust Co. building.

Five Stations Use One Antenna Site

Syracuse FM Outlets Solve Location Problem

FIVE FM stations in New York will operate transmitters and antennas from a common locale just outside Syracuse, it became known last week.

Five antenna towers will be erected 500 feet apart on a plot of ground three miles from Pompey, N. Y. While four of them will be owned by competitive firms, they'll have the same coverage. The fifth will be the Onondaga County FM transmitter serving the Highway Dept. and other mobile equipment.

After months of study of available sites, WFBL Syracuse selected the location for its FM transmitter. The site is 1,585 feet above sea level and with its antenna erected atop a 104-foot self-supporting mast, the overall elevation is figured at 1,732 feet above sea level and approximately 1,400 feet above the surrounding terrain.

FCC Conferences

After WFBL purchased an acre at the site, other Syracuse stations which planned to enter FM began seeking available locations. A survey of the WFBL property was made, engineers found it to be excellent for FM and informal conferences were held with FCC engineers.

As a result four FM commercial stations and the Onondaga County highway station will broadcast from transmitters and antennas within a few hundred feet of each other. The site has been named "Radio Village."

Sharing the site with WFBL and the county station will be Radio Projects Inc., permittee; WNDR-FM and WOLF-FM. Quonset type buildings, 20 by 36 feet, will house transmitting equipment. Each antenna will be 690 feet above the average terrain, according to Commission records.

The Syracuse broadcasters say there are many advantages to the combined type of operation. More economical public utility service, such as telephone lines, power, etc., is possible. Construction by the same general contractor and the joint use of a driven well are among other advantages resulting in economic savings.

United Front

"Probably the most important consideration," said a statement from the group, "is that after the four commercial stations go on the air, if it is found that certain areas do not receive proper service an appeal to the FCC for correction will prove more effective than if such a condition affected only one station."

WFBL-FM goes on the air this week, with the tentative date set at Jan. 21. Station's equipment includes the second 3-kw General Electric transmitter and the first GE four-bay antenna. WFBL will start with full 8.5 kw radiated power and completely engineered antenna.

WNDR-FM and WOLF-FM are under construction. WOLF-FM will use GE equipment throughout, while WNDR-FM has contracted for RCA transmitter and antenna. WFBL-FM will operate on 93.1 mc (Channel 226), WNDR-FM on 92.7 mc (Channel 224), Radio Projects Inc. (call letters to be assigned) on 94.3 mc (Channel 232) and WOLF-FM on 94.7 (Channel 234).

Cyril M. Braun, chief of the FM Section, Broadcast Division, FCC Engineering Dept., said the Commission will watch the new cooperative plan with interest. Such a setup insures greater safety for airplanes, he explained, inasmuch as antenna towers are not scattered around a community. With the towers concentrated, the CAA is less likely to complain about hazards.

Don Lee Denies Coercion of Affiliates At FCC Hearing Held in Los Angeles

DON LEE network has never dropped a station for failure to clear time or cooperate nor has it coerced an affiliate into accepting a program, Lewis Allen Weiss, network vice president and general manager testified at the FCC's Jan. 14-17 hearing in Los Angeles. Commissioner Rosel Hyde presided with Bernard Koteen as FCC counsel.

At opening of the hearing William J. Dempsey, Don Lee counsel, asked specific definition of charges, but this was not produced. FCC allegations cover Section 3.104, option time; 3.101, exclusive affiliation; 3.102, territorial exclusivity; 3.105, right to reject programs.

Financial Setup

A. M. Quinn, Don Lee secretary-treasurer, explained the network's financing and gave a breakdown of network-affiliate financial arrangements. Sydney Gaynor, general sales manager, and Pat Campbell, director of station relations, reviewed their operations.

Mr. Koteen produced a surprise witness, Melvin Marshall, former manager of KYOS Merced, Cal., endeavoring to show "pressure" in correspondence between the network and station. FCC sought appearance of Thomas S. Lee, network president, but Dr. J. M. Lacey, his physician, said he could not appear because of a chronic spine condition.

Mr. Weiss said he was personally responsible for the network's operations and discussed problems of the network, affiliates and advertisers in the 41-station hookup. He showed how Don Lee has lost revenue due to affiliation with MBS, which it serves as a western leg. He said Don Lee affiliates found their affiliation profitable, often raising rates. He voiced opposition to the 56-day requirement for notice.

Statements in a letter from C. O. Chatterton, KWLK Longview, Wash., referring to a misunderstanding over option time, were misinterpreted, Mr. Weiss said, since the letter dwelt mainly with other subjects and the option complaint was far removed from the event to which it referred.

Debut by Radio

YEHUDI MENUHIN, violin virtuoso, chose a broadcast to make his debut as a symphony conductor. On Thursday night he was guest conductor of the Dallas Symphony Orchestra in that organization's regular weekly broadcast over WFAA Dallas. Mr. Menuhin's debut as a conductor created wide interest in music circles.

WBAL Plans

FULL PAGE reprint from Baltimore Sun papers, Jan. 13 and 14 issues, featuring preview of plans for 1947 of WBAL Baltimore, is being distributed to the trade.

Transfer of KGEM Grant Follows Partner's Death

ASSIGNMENT of construction permit for KGEM Boise, Ida. (1340 kc, 250 w), arising out of the death of one of the four owners, was approved by FCC last Thursday.

The permit was held by Frank C. Carman, David G. Smith, Grant Wrathall, Washington consulting engineer, and Jack Powers, doing business as Idaho Broadcasting Co. The assignment, following the death of Mr. Powers, transfers the grant to Idaho Broadcasting and Television Co., owned by the surviving partners and Mr. Carman as administrator of Mr. Powers' estate. The group also are associated in the ownership of KUTA Salt Lake City.

WATL Airs Feud

WATL Atlanta, MBS affiliate, was on the air 10 a. m.-2 a. m. Jan. 14 when the station fed an 11 station network of MBS outlets highlights and eye witness accounts of the struggle for the Georgia governorship between Herman Talmadge, son of the late Gov. Eugene Talmadge, and Ellis Arnall. Jim Hardin, WATL program director, was in charge of the broadcasts.

MORTON HEADS KJR; STEFFNER IS NAMED

APPOINTMENT of J. A. (Arch) Morton as manager of KJR Seattle and the elevation of three other Marshall Field station managers to directorships were announced last week by Howard Lane, director of broadcasting for Field Enterprises Inc. Mr. Morton, who has been CBS Western Division sales manager since last June [BROADCASTING, Dec. 2, 1946] takes over his new KJR post Feb. 10.

Mr. Morton

CBS announced that Wayne Steffner, manager of the network's San Francisco office and Pacific sales, will succeed Mr. Morton as Western Division sales manager.

Made Directors

Elevated to directorships in the Field organization are R. M. Sampson, general manager of WSAI Cincinnati; Arthur F. Harre, general manager of WJJD Chicago, and Harry H. Buckendahl, general manager of KOIN Portland, Ore. That move was in line with Field policy to give station managers greater responsibilities in the policymaking of their respective operations, said Mr. Lane.

Mr. Morton entered radio in 1934 as a salesman for KOMO Seattle. Later he became account executive for Erwin, Wasey & Co., Seattle, and in 1937 joined the sales staff of KIRO Seattle. In 1939 he was named KIRO sales manager. Three years later he moved to the CBS Western Division sales staff and in 1943 was made sales manager of KNX Hollywood. Last June he was elevated to CBS Western Division sales manager.

Mr. Steffner joined CBS San Francisco sales division in 1942, shifting from KSFO where he had been account executive. Previously he had served with McCann-Erickson Inc. in San Francisco for seven years. He became CBS San Francisco manager in 1943 and took over management of the network's Pacific sales last year.

Mrs. Roy F. Thompson

MRS. ROY F. THOMPSON, wife of the managing director of WFBG Altoona, Pa., died Jan. 5 after a long illness. Funeral services were held the following Wednesday. Mr. Thompson is a former director of the NAB.

WARREN E. BRAGG, formerly in charge of media research in the Chicago office of Foote, Cone & Belding, has joined Chicago staff of Bureau of Advertising, American Newspaper Publishers Assn.

ROBERT S. KELLER Inc., New York, Jan. 6 was appointed to handle national promotion in New York area for WKMO Kokomo, Ind.

At Deadline ...

NEW AM STATIONS PROPOSED AT NEWNAN, GA., DANVILLE, KY.

PROPOSED DECISIONS anticipating grants for new AM stations at Newnan, Ga. (1300 kc, 1 kw, directionalized at night), Danville, Ky. (1230 kc, 250 w, fulltime), and Grass Valley, Calif. (1400 kc, 250 w, fulltime) issued by FCC Friday.

Proposed grant for Newnan went to Newnan Broadcasting Co.; Volunteer State Broadcasting Co. application for same facilities at Nashville, Tenn., given proposed denial. Decision based on relative needs of Newnan (Pop. 7,182; no stations) and Nashville (Pop. 167,402; four stations). But Commission said if Volunteer State finds local frequency for Newnan applicant before Feb. 7, grant of 1300 kc regional channel to Volunteer State will be considered.

Newnan Broadcasting owned by D. T. Manget (one-third interest), cotton merchant; Evan W. Thomasson (one-third) and son, James (one-sixth), owners of weekly Newnan Times; Ida A. Thomasson (one-sixth), wife of James. Volunteer State headed by Edward M. Kirby (40%), public relations counsellor with offices in Washington and Nashville. Mr. Kirby formerly was with WSM Nashville, served as public relations director of NAB 1938-41, was civilian radio advisor to Secretary of War in 1941 and, with rank of colonel, was War Dept.'s chief of Radio Branch, Bureau of Public Relations 1941-45. Half interest is held by Frank W. Mayborn, Texas publisher, who with his wife owns 95% of KTEM Temple, and 10% of KRIG Odessa, Tex. Remaining interest in Volunteer State owned by Earl C. Arnold, dean emeritus of Vanderbilt U. Law School.

Proposed grant for Danville went to Commonwealth Broadcasting Corp., principally owned by James D. Russell (49%), radio engineer of Kenrad Division, General Electric Co.; William T. Isaac (president, 25%), with Brown & Williamson Tobacco Corp., who would be station manager; David B. Highbaugh (25%), hospital executive. Danville Broadcasting Co.'s application for same frequency proposed to be denied, on grounds that (1) its owners propose less active part in station affairs than Commonwealth applicants, and (2) owners of large block of Danville Broadcasting stock (Gerald Culberson, Enos Swain, W. C. Alcock) also are associated with town's only daily newspaper. Proposed grant to Commonwealth was conditioned on firm applying for 250 w, instead of 100 w, on 1230 kc.

Proposed grant for Grass Valley went to '49er Broadcasting Co., owned by John G. Colling (20%), in lumber business; Harold W. Westbrook (20%), store owner; John Edward Keegan (20%), insurance and real estate; Carlton G. Thomas (20%), insurance and investment brokerage; Robert T. Ingram (10%), editor-publisher of Grass Valley daily Union; Earl John Caddy (10%), Union business manager. Mutually exclusive application of Town Talk Broadcasting Co. was proposed to be denied because its owners (Robert W. LeMond, CBS announcer in Hollywood; Clarence E. Fisher, advertising agency account executive in Los Angeles, and Francis Clinton Jones, general manager of KCMJ Palm Springs) are less familiar with Grass Valley than '49er group.

CLARK A. SNYDER NAMED BULOVA RADIO DIRECTOR

CLARK A. (Fritz) SNYDER, account executive of Biow Co., New York, joins Bulova Co., New York, Feb. 1 to direct $3,000,000 annual spot radio schedule.

Terence Clyne, vice president of Free & Peters since 1937, takes Mr. Snyder's duties as Bulova account executive at Biow. Ray Warren, advertising manager of Bulova Co., continues to direct overall placement of advertising.

SECRETARY of FCC given authority to extend time for completion of transfers of control or assignments of license, Commission announced Friday, provided general counsel approves action. Section 1.143 of rules amended.

VERNON BROOKS, administrative assistant to Carl J. Meyers, WGN director of engineering, back in Chicago coordinating television, FM and AM engineering after research assignment in Washington.

EMPLOYMENT DATA FORMS SENT STATIONS, NETWORKS

FORMS calling for data on employes and pay for week ending Feb. 8, 1947 sent to stations and networks Friday by FCC, to be returned by Feb. 24. Revised first time in eight years, forms ask data on parttime and fulltime employes and permit segregation by FCC of overtime and regular pay. Unlike first proposal [BROADCASTING, Sept. 9], form does not require broadcasters to make segregation.

Replacing former Schedule 13 of Form 324 (annual report), new forms designated Schedules 13-A and 13-B. No. 13-A relates to number, hours, and compensation of all but non-supervisory program employes, which are covered in 13-B.

Broadcasters asked to make separate report for each station—AM, FM, TV, facsimile or international—which is not jointly operated with another station. If licensee operates one station "to some degree jointly with a station of a different type," joint report covering such joint operations is requested. But in such joint operation, separate report is requested containing "all available information relating to each non-AM part of the joint operation." In addition, licensees of more than one station are asked to submit consolidated report covering all stations.

STATION PROMOTION CONTEST WINNERS NAMED

WINNERS in station promotion contest covering final 13 weeks of weekly MBS *Michael Shane, Detective* series sponsored by Hastings Mfg. Co., Hastings, Mich. (piston rings and Casite), announced Friday:

250-w group—(1) WAZL Hazelton, Pa. (2) WAJR Morgantown, W. Va. (3) WCBI Columbus, Miss.; 250-1000 w—(1) WKIT Yakima, Wash. (2) WTSP St. Petersburgh, Fla.; 5 kw or more—(1) WLW Cincinnati (2) WNAX Yankton, S. D. (3) KFEL Denver. Honorable mentions to WMT Cedar Rapids, WIBC Indianapolis, KFJZ Ft. Worth, KVFD Fort Dodge, WMBH Joplin, KABR Aberdeen, S. D., WHK Cleveland.

Judges were four BROADCASTING executives: Sol Taishoff, editor and publisher; Maury Long, business manager; Bernard Platt, circulation director; Winnfield R. Levi, promotion manager. Series ended Jan. 14. Agency, Keeling & Co., Indianapolis.

PROPOSED AM STANDARDS

FURTHER amendments of AM engineering standards, bringing standards into line with contemplated U. S. proposals to forthcoming NARBA engineering conference, proposed by FCC Friday.

Besides original changes [BROADCASTING, Dec. 30], new plan proposes chart on "Angles of Departure vs. Transmission Range," providing method of allowing for variations in height of E-layer in computing angle of departure of pertinent radiation from transmitting antennas. Proposal includes "10% Skywave Signal Range Chart," regarding determinations of skywave nighttime interference to regional and local channels. Clear channels not affected pending clear-channel decision.

New proposals outgrowth of FCC-industry engineering conference. Objections to these and originally proposed changes will be received until Feb. 7; oral argument may then be called.

FCC PROMOTES ADAMS

DAVID C. ADAMS, FCC chief rate counsel, Common Carrier Division, promoted to assistant to General Counsel, succeeding Walter E. James, resigned (see story page 81). Mr. Adams, 33, native of Buffalo, joined Law Dept. in 1941, has specialized in common carrier work, and was one of American delegates to Five-Power Telegraph Conference at Moscow and observer at CCIT sessions in London. In Army from 1943 to September 1945, he became chief rate counsel last June after serving as chief of Internal Services Section and of International Section, Common Carrier Div.

People

BRIG. GEN. KEN R. DYKE, NBC vice president in charge of broadcast standards and practices, and Charles Wall, administrative assistant to NBC vice president in charge of finance, awarded Conspicuous Service Cross of State of New York for war careers.

HAROLD AZINE, ex-Marine combat correspondent, to WTOP Washington as producer-director. Before war service he was at WLS Chicago and WBAL Baltimore.

QUIN RYAN, radio pioneer and former WGN Chicago manager, returns to air Jan. 23 in new ABC sustainer, *That Was the Year*, Thurs. 8:30-9 p.m., featuring events Ryan covered.

GEORGIA CONTROVERSY AIRED

GEORGIA'S gubernatorial controversy between Ellis Arnall-Herman Talmadge furnishing spicy unrehearsed special events material for Atlanta stations, with WATL and WSB airing bitter feud direct from State House. Broadcasts slated today (Monday) from State Senate when Lt. Gov.-Elect M. E. Thompson takes oath. Both stations carried statements from both sides, interviews with Messrs. Talmadge and Arnall. WSB booted Friday morning from executive office reception room, taken over by Talmadge assistants. Station denied direct pickup from news conference, but aired summary following.

Closed Circuit

(Continued from page 4)

ex-Coast Guard communications chief, or Paul Goldsborough, former Aeronautical Radio head, now in charge of communications for TWA.

IF PRESENT plans materialize WQXR New York and its FM affiliate WQXQ by end of year may be operating from new headquarters in building to be erected by station's owner, *New York Times*, as neighbor to present *Times* building on West 43d St. When new project is announced, probably in next couple of weeks, newspaper will disclose that new building will provide for facsimile as well as audio broadcasting and that space will also be allocated for video studios if FCC approves *Times* application for television station.

FIRST EXCLUSIVE FM network expected to be announced some time in spring. Details still in making but eastern seaboard stations will be linked.

WILDROOT Co., Buffalo, contemplating sponsoring *What's the Name of That Song* on Don Lee network, in addition to other two shows, *The King Cole Trio* and *Sam Spade*. Company has also cut record to be used alternate weeks, featuring King Cole on Wildroot 114-station announcement campaign. Spots will continue to feature quartet every other week. BBDO, New York, is agency.

YOU CAN EXPECT William Spiegelberg and associates, who purchased controlling interests in WDSU New Orleans last week (see story, page 81), to seek broadcasting properties in other major markets. They want to operate group of stations; Fred Weber, former general manager of MBS and occupying same post now at WDSU, probably to be directing head of Spiegelberg properties.

Folk Music . . .

There's a little hillbilly in the most of us. Millions, whether at Broadway or along the country's Main streets, find satisfaction to their inner-most cravings for such musical intercourse through the voice of radio. In the heart of folk music land KMBC conducts the "Brush Creek Follies"—now in its tenth consecutive season of successful Saturday night stands as one of America's great barn dance shows.

—KMBC of Kansas City